

Power Management Topical Report

Digital Power: Is It Still Alive?

By Marijana Vukicevic, Senior Analyst

Forecast

Frequency, Time Period

- 5-year annual forecasts

Measures

- Revenue

Regions, Markets

- Worldwide

Markets

- Servers
- Graphic Cards
- Compute
- Datacom
- Telecom
- Digital TV
- Lighting

Applications

- AC-DC
- DC-DC

Products Covered

- Digital Power Managers (DPMs)
- Digital Controllers of Power (DCPs)

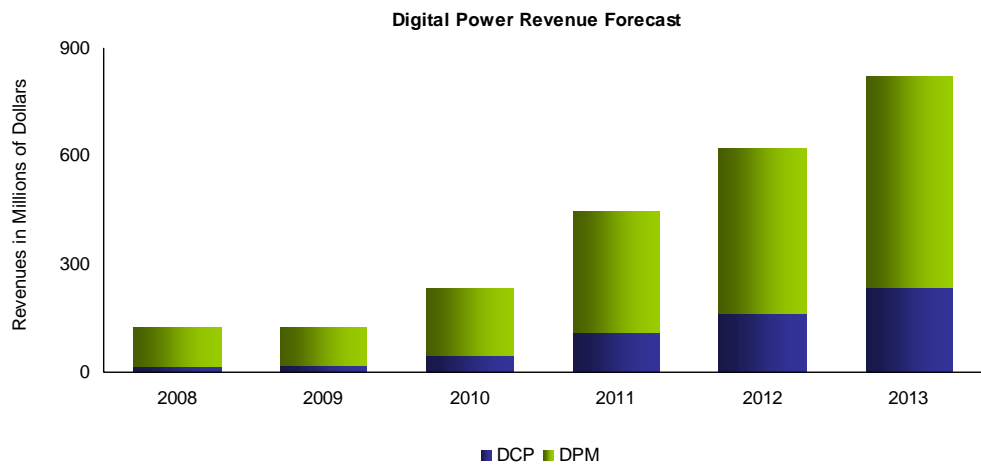
Technologies Covered

- Power Management Integrated Circuits

iSuppli's latest forecast for the digital power market shows the market growing at 45.3% CAGR during the next five years. The highest growth is predicted to be in high-end server, datacom, and telecom markets, with growth expected to pick up afterward in the lower-end compute markets such as notebooks and graphic cards.

iSuppli believes that several events that occurred within the past year-and-a-half will have an impact on the digital power market:

- Acquisition of Primarion by Infineon
- Purchase by Exar of Fyrestorm's IP
- Acquisition of Zilker Labs by Intersil
- Acquisition of Ciclon by Texas Instruments
- Win by Power One on digital power patent litigation over the use of PMBus
- Aggressiveness of Volterra in capturing POL market share
- Licensing by Linear Technology, Infineon, and Texas Instruments of Power One's digital power patents



Critical Questions Answered

- What are the end-markets my company should enter?
- Should my company be focusing on efficiency or volume market?
- Is the unit number increasing or decreasing? What does that mean for my business?
- Are the prices staying flat, falling or increasing? Are the margins for my company's business going to be pushed down?
- Are there any market areas that stand out in a positive or negative way?

Who Should Read This?

- Power Management Semiconductor Suppliers
 - Marketing
 - Business Development
 - Strategic Management
- Power Supply Manufacturers
 - System Developers
 - Strategic Management
 - Procurement
- Suppliers/Distributors
 - Operations
 - Marketing
 - Sales

Lead Analyst**Marijana Vukicevic, Senior Analyst**

Marijana is responsible for leading the research, analysis, forecasting and strategic assessments in the power management sector of the semiconductor industry

Marijana brings extensive knowledge and over 10 years of experience in analog IC design and power management to iSuppli. Prior to joining iSuppli, she served as an Engineer at Microsemi and at International Rectifier.

Marijana earned a BS in Electrical Engineering from University of Belgrade, Serbia and an MS in Electrical Engineering with a major in Power Electronics from California Institute of Technology.

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