

**DATABEANS INCORPORATED**

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Standard Linear Markets - Worldwide

# Data Converters

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STANDARD LINEAR MARKETS – WORLDWIDE

# Data Converters

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## Market Overview

*Data Converters are increasingly being used to digitize real world analog signals into the language of a rapidly evolving digital world. New products are emerging to exploit demand for higher resolution images, life-like sound, efficient motor control, and accurate measurements in all major market segments.*

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### EXECUTIVE SUMMARY

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**D**evelopment of precision, efficient, high-performance electronics equipment has progressively incorporated processors, adding intelligence to the designs. This is driving the consumption of data converters - the translators required for digital signal processing.

In 2001, the data converter market was the only category to show positive growth in the standard linear market. 2001 showed a slight increase in global data converter revenue of 3%, following the 49% increase recorded in 2000. With half the year complete, Databeans predicts 2002 data converter revenue to be down 5%, resulting in an overall total available market of \$1.8 billion dollars. Regardless of the despondency expected in 2002, Databeans' five- year forecast estimates a healthy compound annual growth rate of 16%, resulting in an available market of nearly \$3.7 billion by 2007.

Fueled by rapidly developing application areas for data converters in communications and consumer markets, this product category is expected to increase its share in the overall standard linear market, growing from 19% to 21% by 2007. Current data converter share of the overall analog market is roughly 8%.