

2010 Computer Analog ICs

Analog Applications Service



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Abstract

The computer sector has long been the top consumption market for ICs, and a strong indication of overall semiconductor market health. The recession severely damaged new IT purchases for both consumers and businesses. The recently emerged category of smartbooks, internet ready devices with fewer functions in a portable small form factor, did help prop up sales somewhat, but total revenue remained weak. Despite slowing considerably in 2009, this market is projected to grow 29 percent in 2010, constituting a 32 percent share of the total \$277.5 billion semiconductor market value. This will happen as the replacement cycle for new PCs picks up as both consumer and enterprise spending returns.

There are many analog ICs used in computer applications. Examples of products in this space include display ICs, power management for internal processors and subsystems, battery management for laptops, motor control for disk drives and other electromechanical functions, interface, and other special purpose products used in a typical bill of materials for computer applications. In 2010 Databeans projects that the total worldwide computer analog segment will reach \$7.1 billion.

The special purpose analog in the computer space consists of analog and mixed-signal products designed specifically for mass storage and the peripherals market. The majority of this revenue is generated from motor control ICs such as servo drivers, pre-amps, stepper, and spindle motors that spin hard disk drives inside PC storage devices. The peripheral products served by computer analog include motor control and drivers so to feed paper through printers or move the contact image sensors along flat bed scanners.

In 2010 this segment is expected to grow 35 percent from 2009 sales to \$3.7 billion. Over the next five years revenue and shipments will experience moderate average annual growth of 8 percent and 10 percent respectively. For the remainder of this report, special purpose computer analog will simply be called "computer analog."

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