

2010 Industrial Analog ICs

Analog Applications Service



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Susie Inouye

Myson Robles-Bruce

Matt Scherer

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Reno, NV 89523

Phone: 775.624.6200

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Abstract

Analog is widely utilized in the industrial space in order to condition or manipulate various signals that are not digital in nature; these include changes in physical phenomena, such as sound, light, temperature, position, or pressure. Many times designers will opt to use special purpose Analog ASSPs in designs resulting in a total available market of \$2.3 billion for these ICs.

As a whole the industrial market is at an inflection point. Until recent years, productivity and cost efficiencies were the major concerns facing manufacturers. Now, the drive to manufacture products faster and cheaper has now broadened to include concerns for environmental issues, energy efficiency, and resource conservation. Advances in analog technology will continue to play a critical role in enabling green, energy-efficient manufacturing, commercial lighting, and motor control.

Special purpose industrial analog ICs are products designed specifically for an OEM customer or for a particular application designed by multiple OEMs. These are also referred to as Application Specific Integrated Circuit/Application Specific Standard Product (ASIC/ASSP).

Approximately 37 percent of the analog market in industrial revenue is contributed by Industrial ASSP analog products. These products include motor control, signal conditioning, signal conversion, and power management products that are optimized for use in industrial applications. Also included are integrated Analog Front End ICs or AFEs that are utilized in small form factor industrial electronics such as handheld medical products and handheld testing devices.

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Publication Number: 10ASSP-Industrial
Research Analyst: Susie Inouye
✉ sinouye@databeans.net
Research Analyst: Myson Robles-Bruce
✉ myson@databeans.net
Research Analyst: Matt Scherer
✉ matt@databeans.net
