

# 2010 RF Power Amplifiers and Transceivers

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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 content is critical to the operation of a wide variety of products in the communications market. Databeans projects that the entire communications analog market will reach \$14.8 billion in global sales in 2010, growing at an average rate of 9 percent annually.

Special purpose wireless products make up the great majority of transceiver and PA consumption. These devices are used in a variety of communications devices such as handsets, PDAs, base stations, short-range wireless applications, and in 2-way radio and cordless phones as well. In 2010 the entire special purpose analog communication segment is projected to reach \$11.5 billion in sales. Over the next five years total sales will experience average growth of 6 percent, while shipments will experience average growth of 9 percent annually.

The wireless communications market is the largest application market for special purpose with \$10.4 billion in total revenue. Handsets alone account for more than two-thirds of total special purpose communications analog revenue. 3G-based functions are currently driving sales in mature markets, while 4G technologies such as LTE and WiMAX will provide future growth in these markets. Meanwhile, in emerging regions low to medium end phone sales for new subscribers are driving communications analog sales.

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Publication Number: 10ASSP-RFPATrans  
Research Analyst: Susie Inouye  
✉ [sinouye@databeans.net](mailto:sinouye@databeans.net)  
Research Analyst: Myson Robles-Bruce  
✉ [myson@databeans.net](mailto:myson@databeans.net)  
Research Analyst: Matt Scherer  
✉ [matt@databeans.net](mailto:matt@databeans.net)

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