

DATABEANS INCORPORATED

Standard Linear Markets - Worldwide

Amplifiers

STANDARD LINEAR MARKETS - WORLDWIDE

Amplifiers

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Significant Findings

Over the last few years, corporations have under-invested in the area of information technology, due mostly to unfavorable economic conditions, along with some troubling political and social situations like the “war on terrorism” and the SARS problem. This has actually become a major factor contributing toward an increasingly more desirable business climate for semiconductor products – in terms of simple supply and demand.

MARKET OVERVIEW

For example, the industry benefited greatly in 1993 and 1994 from much lower capital expenditures in the years preceding, as pent-up semiconductor demand led to a substantial growth boon. Because amplifier consumption extends so widely across major markets and applications, amplifier sales will no doubt benefit as well from the general increase in semiconductor demand.

Amplifiers constitute 21 percent of the standard linear product category. They are important signal conditioning circuits used in nearly all mature electronic designs and in next-generation devices in which communications and computing technologies converge. The amplifier product category has a particularly long life cycle, and is not often “designed out” of next generation systems. Major volume applications markets that require amplifiers include computer disk drives, cell phones, and a range of consumer electronics. Amplifiers are also increasingly being used in the industrial and automotive markets, which would include applications such as industrial manufacturing equipment, medical electronics, and vehicle entertainment systems.