



Micro-Tech Consultants

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Global Switching Power Supply Industry 2011 Report:

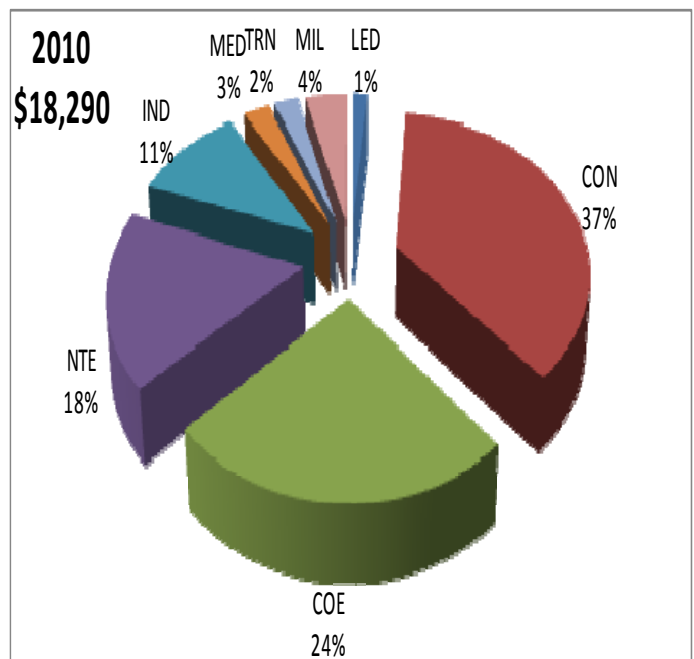
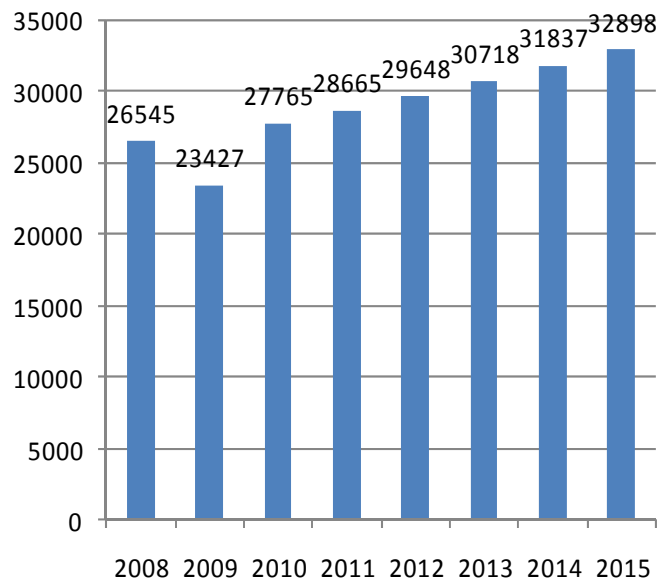
Strategies for the Changing Market :

After severe 2009 downturn, power supply industry rebounded aggressively in 2010. Despite negative news and opinions, power supply sales, equipment sales and semiconductor sales increased significantly higher than expected, making 2010, one of the best years for the industry. This new MTC 2011 Report explores, analyzes and extrapolates these new sales figures to project a comprehensive picture of the power supply industry. In addition this new Report provides information on the emerging LED Lighting and Transportation Market (Rail + Auto).

This comprehensive report includes and addresses important issues facing the industry from the marketing/business perspectives. It provides the most comprehensive information:

- ◆ Total Market (\$27,765 million) Analysis
- ◆ Merchant Market (\$18,290 million) Analysis
- ◆ Short and long term forecasts of major product categories in major market segments
- ◆ Product analysis
- ◆ Distributed power architecture analysis
- ◆ Competitive analysis
- ◆ Analysis of various business models to succeed in the industry
- ◆ Power supply industry trends that will impact an individual company
- ◆ Information on emerging markets
(Market description or acronym explanation is provided on the next page).

Global Consumption of SPS US Dollars in Millions



GLOBAL SWITCHING POWER SUPPLY INDUSTRY 2011 REPORT

MTC's Global Switching Power Supply Industry Report published annually, provides the state of the power supply industry and trends of the future. It includes a detailed market forecast, technology and applications trends and competitive analysis. The report provides a macro picture of the industry and micro analysis of the market development for decision making and strategic planning. The report includes Global Power Supply Market Analysis in the following areas:

- ◆ **Products: AC-DC & DC-DC**
- ◆ **Regions: North America, Europe, Asia & Rest of World**
- ◆ **Markets:**
 - LED — LED Lighting
 - CON — Consumer/Retail Equipment
 - COE — Computer/Office Equipment
 - NTE — Networking/Telecom Equipment
 - IND — Industrial/Instrumentation Equipment
 - MED — Medical Equipment
 - TRN — Transportation
 - MIL — Military/Aerospace Equipment
- ◆ **Application: CON: Cell Phones...; COE: Servers/Storage...; NTE: Routers... etc., IND: Automatic Test Equipment...**
- ◆ **Output Power:**
 - AC-DC: 0-150W; 150-300W; 300-500W; 500-750W; above 750W
 - DC-DC: 0-50W; 50-100W; 100-150W; 150-250W; above 250W
- ◆ **Output voltage: 1.2VDC; 2.5VDC; 3.3VDC; 5.0VDC; 12VDC; 24VDC; 28VDC; 48VDC...**
- ◆ **Input voltage: AC-DC: Universal input; DC-DC: 48VDC; 28VDC; 24VDC; 12VDC; 5VDC...**
- ◆ **Output current: DC-DC: 5A; 10A; 20A; 30A; 40A 50A...**
- ◆ **Product Design: DC-DC: Isolated (Bricks); non-isolated (POLs)...**
- ◆ **Packaging: AC-DC: 3x5; 5x7; 1U; 2U...**
- ◆ **Packaging: DC-DC: HB; QB; 1/8th B; SIP...**
- ◆ **Emerging Trends in:**
 - New Markets
 - Power Architectures
 - Products related to different Power Architectures
 - Product Models
 - Business Models
 - Global Changes that will affect Power Supply Industry

*“When a critical decision is at stake... Take the
Micro-Tech Advantage”*

Moreover, this single report can be customized to suit any particular market/product/application and competitive requirement. This report is organized as follows:

- ◆ **Standard Version:** The basic report provides detail information about the Global Markets with market/product overviews for North America, Europe, Asia and Rest of the World (ROW). The information provided in this Standard Version is sufficient for many companies who want detailed global information with an overview of all the specific regions. The Standard-Version price is US\$2490.
- ◆ **Customized Version:** For an additional US\$500, detail markets for AC-DC Switchers and DC-DC Converters can be integrated into specific geographic region. There are three regions: North America, Europe and Asia. (Rest of World—ROW—is not charged.) When all three regions are selected for US\$1500 additional charge, a Detailed Version is created. A report with product details (customization) can also be created with Detail AC-DC report or Detail DC-DC Report. Each is priced at US\$2490.
- ◆ **Detailed Version:** This version provides a detailed market and applications information on each market, for each product category and for each geographic region. There is no extra charge for Rest of World (ROW) market information. The Detailed Version is meant for multinational companies who participate in world's major geographic markets, The total price of the Detailed-Report is US\$3990 (an additional US\$1500 for three geographic regions.)

For further information contact MTC @:

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GLOBAL SWITCHING POWER SUPPLY INDUSTRY 2011 REPORT

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- ◆ Industrial/Instrumentation Equipment (IND)
- ◆ Medical Equipment (MED)
- ◆ Transportation (TRN)
- ◆ Military/Aerospace Equipment (MIL)

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GLOBAL SWITCHING POWER SUPPLY INDUSTRY 2011 REPORT

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- ◆ AcBel Polytech Inc. (AcBel)
- ◆ Apronic AG
- ◆ Astrodyne Corp. (Astrodyne)
- ◆ Bel Power Products (Bel)
- ◆ Bellnix Co. Ltd.
- ◆ Calnex Manufacturing Co. (Calnex)
- ◆ Chicony Power (formerly Hipro Electronics)
- ◆ CINCON Electronics (CINCON)
- ◆ Cosel, Inc. (Cosel)
- ◆ Crane Aerospace & Electronics: Eldec, Interpoint, ST Keltec
- ◆ Delta Electronics Inc. (Delta)
- ◆ Digital Power Corp. (Digital Power)
- ◆ Efore Plc.
- ◆ Emerson : Emerson Network Power: Embedded Power
- ◆ Ericsson Power Modules (Ericsson)
- ◆ ETA Power
- ◆ Flextronics
- ◆ FRIWO AG
- ◆ FSP Group (FSP)
- ◆ GE Aviation (Smiths-Aerospace)
- ◆ GE Energy/Lineage Power (Lineage Power)
- ◆ Kaga Electronics USA (formerly Volgen America, Inc.)
- ◆ Kepco, Inc. (Kepco)
- ◆ LHV Power, Inc. (LHV)
- ◆ Lite-On Technology Corporation (Lite-On)
- ◆ Martek Power (Martek)
- ◆ Mean Well Enterprises Co. (Mean Well)
- ◆ Murata (Murata Manufacturing & Murata Power Solutions)
- ◆ NetPower Technologies (NetPower)
- ◆ Phihong Enterprises Ltd. (Phihong)
- ◆ Power-One, Inc.
- ◆ PULS Electronische GmbH (PULS)
- ◆ Rantec Power Systems, Inc. (Rantec)
- ◆ Roal Electronics (Roal)
- ◆ Salcomp Oy (Salcomp)
- ◆ Sanken Power Systems (Sanken)
- ◆ Setec
- ◆ SL Power Electronics Corp. (SL Power)
- ◆ SynQor, Inc. (SynQor)
- ◆ TDI Power, Inc. (TDI)
- ◆ TDK-Lambda
- ◆ TECTROL, Inc. (Tectrol)
- ◆ Texas Instruments, Inc. (TI)
- ◆ Unipower Corporation (Unipower)
- ◆ Vicor Corporation (Vicor)
- ◆ Wall Industries, inc. (Wall)
- ◆ XP Power plc.

10.0 Methodology & Organization

11.0 Micro-Tech Consultants (MTC)

Micro-Tech Consultants (MTC) was founded in 1984 by **Mohan Mankikar (MBA; MSCS; MEEE)**

Its focus has been market research, analysis and consulting in the power supply industry. It currently produces multi-client and custom studies in AC-DC Switchers, DC-DC Converters, Uninterruptible (UPSs) and High Voltage (HV) Power Supplies. It provides consultations to various clients including merchant and captive power supply companies, power component manufacturers, electronic equipment manufacturers (OEMs) and financial community in the areas of business development, marketing strategies, new product introductions, competitive positioning and acquisition analysis. MTC publishes a widely-read, industry-extensive monthly newsletter called **Power Electronics Industry News**. In the last twenty two years, Micro-Tech Consultants has been the most recognized and widely quoted power supply market research company in the US. Its name and data have been used by all leading electronic trade publications, such as **EBN Online, EETimes, EDN News, and Electronic News**. MTC is an active member of **Power Sources Manufacturer's Association (PSMA)**.

Mr. Mankikar has over 27 years of experience in the power supply industry. He is the President of Micro-Tech Consultants, which does market research in the power supply industry. He was previously employed by Lambda Electronics, the largest standard power supply manufacturer and by Gnostic Concepts, a leading technical market research/consulting organization for its time. Mr. Mankikar has given presentations and seminars at various organizations on the power supply industry. He wrote the "Power Technologies" column for Electronic Engineering Times (EE Times) for twelve years.

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