

# The Databeans Monthly

April 19, 2011

## RECENT TRACKERS

Q2-2011 Medical  
Market Tracker

Q1-2011 Audio  
Market Tracker

Q1-2011 Power Management  
Market Tracker

Q1-2011 Industrial  
Market Tracker

Q1-2011 Display and Video  
Market Tracker

Q1-2011 Data Converter  
Market Tracker

Q1-2011 Timing Devices  
Market Tracker

## RECENT REPORTS

2011 RF Power Amplifiers  
and Transceivers

2011 Amplifiers and  
Comparators

2011 Analog ICs

2011 Microcontrollers

2011 Sensors and MEMS



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## Analog Devices Retains Domination in Data Converters

*“My ears won't fool me. Even when I do a session on digital, we still warm it up somewhere in the process, in mastering or mixing, running the signal through some tubes somewhere.”*

– Steve Cropper, American Songwriter (1941-present)

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As the global market continues down the road to full-on recovery in 2011, the technology sector likewise continues to ramp its way back towards pre-recession numbers. This is particularly the case thanks to consumer electronics, mobile phones, and portable PCs and tablets. Growing demand for a wide array of these digital devices means that advancements in analog technology, particularly data conversion, must rapidly keep up to meet the latest market requirements. This means that in the highly demanding market new data conversion techniques are necessary in enabling higher fidelity audio and video, improved on-camera video displays, and an array of touch sensing options used in all segments of the technology industry

No one has benefited from this more than Analog Devices, the overall global market leader in data converters. ADI boasts the industry's leading portfolio of ADCs (analog-to-digital converters) and DACs (digital-to-analog converters), as well as numerous application specific products, across all major application segments. This position helped Analog Devices to increase its already impressive share of the global data converters market by 33 percent from \$1.07 billion in 2009 to \$1.42 billion in global revenue in 2010. This was good enough for a supplier share of 47.5 percent of the market, or more than doubles the share of its next closest competitor, Texas Instruments. In fact, Analog Devices controlled more of the 2010 supplier share than the next ten suppliers combined.

Because of its role as market leader, Analog Devices has been responsible for some of the most significant and efficient data converters to be released over the past year. For example, in January 2011, ADI released the AD9284, the industry's first dual, 8-bit, 250-MSPS ADC. At the same time the company released the AD9286 8-bit 500-MSPS ADC, which delivers 8-bit resolution at 40 percent less power than competitive components. Both converters feature high SNR (signal-to-noise ratio) of 49.3 dBFS and are designed for applications such as handheld scope meters, battery-powered instruments, and digital oscilloscopes.

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With data converters accounting for more than half of total company revenue, Analog Devices has much to be optimistic about for 2011. For its fiscal first-quarter, The Company's net income rose to \$222.1 million, from \$120.5 million a year earlier. Also, company revenues in the first quarter were \$728.5 million, which were up from \$603 million one year earlier, a 21 percent increase year-over-year. Analog Devices gross profit margin also improved to 66.2 percent from 61.1 percent one year prior. The company has equally high aspirations for the second quarter, which it believes will fall in the \$730 million to \$760 million range, which would be growth of 9 percent to 14 percent on a year-to-year basis. This is thanks largely to increasing orders in the first quarter from most of Analog Devices top customers. Meanwhile, the company's cash generation also continues to be strong.

These results have given the company confidence that the inventory correction issues of its recent past are now mostly behind it. And even though parts the semiconductor industry remains uncertain, Analog Devices remains confident about its future.

### 2010 and 2009 Worldwide Data Converter Revenue Share by Supplier

Company	2010 Rank	2010 \$M	2010 Share	2009 Rank	2009 \$M	2009 Share	Y/Y %
Analog Devices	1	1,422	47.5%	1	1,070	45.6%	33%
Texas Instruments	2	659	22.0%	2	476	20.3%	38%
Maxim Integrated Products	3	197	6.6%	3	135	5.8%	46%
Linear Technology	4	142	4.7%	4	105	4.5%	36%
National Semiconductor	5	99	3.3%	7	49	2.1%	102%
Others		472	15.8%		511	21.8%	-8%
<b>Total</b>		<b>2,991</b>			<b>2,346</b>		<b>28%</b>

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