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# Darnell Group

# NEWS

## Darnell Publishes New External AC-DC Power Supplies Report

Corona, California, August 25, 2005 – **Darnell Group Inc.** announced publication of its latest report, “External AC-DC Power Supplies: Global Market Forecasts and Competitive Environment, Second Edition.” This new updated 238-page report provides a detailed and in-depth examination of the external ac-dc power supply market and the trends that drive this market. The report's power forecasts are based on a comprehensive quantitative forecast of 22 distinct applications that come from the communications, computer, consumer and medical segments. External ac-dc power supply opportunities and threats are exposed in an analysis of pertinent application trends, economic factors, regulatory changes, semiconductor advances, and technological threats.

The external ac-dc power supply market is more than five times larger than the embedded ac-dc power supply market in unit terms and more than fifteen times larger than the dc-dc converter market. However, it is ultra competitive and highly commoditized. Additionally, this market operates in low wattages with correspondingly low prices that have pushed the external ac-dc market to a relatively low revenue outlook given the sheer size of its unit sales. Overall, the worldwide external ac-dc market is projected to rise from \$5,023 million in 2005 to \$7,656 million in 2010, a compound annual growth rate of 8.8%.

Within a market of this size, there are numerous opportunities for growth, but also a number of pitfalls that need to be avoided. Low-priced, low-wattage external power supplies are leading growth opportunities in Asia. In North America, the laptop-as-a-desktop-replacement trend is pushing Notebook PCs above the 100W threshold. Potentially the largest discontinuity in the market arises from the US Environmental Protection Agency's Energy Star program's adoption of external power supply efficiency standards. But the real disruption comes from the California Energy Commission's move to make Energy Star's specification mandatory in California. The effects of these regulations will be felt, but not necessarily for the most obvious reasons. Monolithic one-chip semiconductor solutions from the likes of Power Integrations and others are also creating rifts in the market.

Darnell’s External AC-DC Power Supply report provides detailed quantitative worldwide forecasts and regional forecasts for North America, Europe and Asia. These forecasts are coupled with comprehensive qualitative analysis of the driving market trends. Furthermore, each region is further segmented into wattage, regulation, package style and application breakouts with forecasts given for revenue, unit sales and pricing trends. These forecast data are provided in numerous formats in this report, including more than 150 graphs and tables.

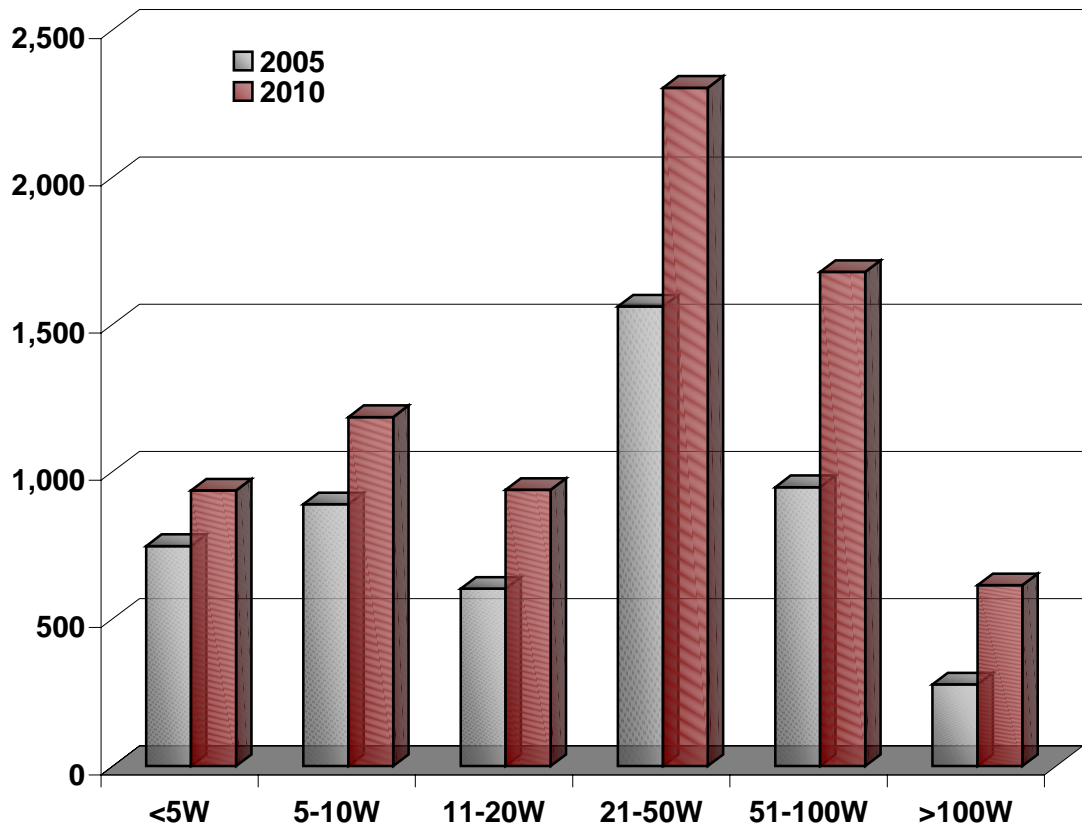
The report also analyzes the competitive environment in this market, including profiles of more than 25 external power supply manufacturers. Additionally, this chapter provides market share and sales estimates for the top external power supply makers worldwide.

Darnell’s External AC-DC Power Supply report is now available. For more information, or to order the report, please contact Darnell by phone at (951) 279-6684 x240; by e-mail at [jshepard@darnell.com](mailto:jshepard@darnell.com); or visit [http://www.darnell.com/consulting/study.php?mc\\_id=13](http://www.darnell.com/consulting/study.php?mc_id=13) to view the abstract, outline and order form.

Darnell Group is the leading source for worldwide strategic information covering the full spectrum of power electronics, energy storage and generation. The company specializes in the economic/business analysis of emerging power markets and technologies.



### Worldwide External AC-DC Power Supply Market by Wattage (millions of dollars)



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