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## High-Wattage AC-DC Power Supplies Gaining Market Share

Corona, California, April 14, 2006 – **Darnell Group Inc.** announced publication of its latest report, the 236-page Eighth Edition of “**AC-DC Power Supplies: Global Market Forecasts and Competitive Environment.**” This analysis presents a comprehensive quantitative and qualitative examination of the embedded ac-dc power market. It details worldwide and regional opportunities and threats inherent in this large and ever-evolving market. While the report has a solid history of analyzing Merchant ac-dc power supplies, this update has added insightful unit forecasts and discussions of the Captive ac-dc power supply market, as well. This further segmentation of the captive market allows for both semiconductor and power supply manufacturers to gain a greater understanding of the total available power supply market. Additionally, the rapidly growing China region is separated from the greater Asia market to provide an in-depth understanding of China as it grows from a manufacturing hub to a large consumer of ac-dc power supplies. This report also includes a comprehensive analysis of the leading competitors. Forecasts are provided in Units, Dollars, and Average Selling Prices (ASPs).

The worldwide embedded ac-dc power supply market is expected to grow from \$11.8 billion in 2006 to \$14.8 billion in 2011. However, greater-than-500W embedded ac-dc power supplies are growing nearly twice as fast as the overall market despite having the fastest-falling prices. This move towards higher wattages is led by fast-growing applications including blade servers, Power-over-Ethernet (PoE) and data storage. Blades are creating opportunities for ac-dc power suppliers, because they are expected to grow from 14% of the server power supply market in 2006 to 25% by 2011.

The continued move towards Voice-over Internet Protocol and deployment of more Wi-Fi access points is driving increasing demand for PoE. PoE, under IEEE 802.3af, provides up to 15.4 W of power per port. With 48-port switches being common, this translates to over 1kW of power needed when combined with the other data routing features. While PoE has already pushed up power levels, an IEEE working group is trying to increase PoE’s power-delivery capability. IEEE 802.3at, dubbed PoE-Plus, has the stated goal of developing a standard that at least doubles PoE’s power per-port to 30W. This would also at least double the power levels of the associated PoE power supplies. The fact that power supply wattages continue to rise is placing even greater importance on efficiency and power density.

The report also details that the ac-dc power supply market has recently entered a period of consolidation, especially for the major players. Within the last year, three of the top five power supply companies have been involved in a major acquisition. This is an increasing threat to the other power suppliers in the market and may necessitate more consolidation in an attempt to level the playing field. High-volume suppliers such as Delta Electronics, Lite-On Electronics, and others have been able to see growth that outpaces the market, partially because of an increased focus on merchant consumer devices.

Darnell’s AC-DC Power Supplies 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=31](http://www.darnell.com/consulting/study.php?mc_id=31) to view the abstract, outline, brochure 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 Embedded AC-DC Market by Wattage (millions of dollars)

