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NEWS

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Corona, California, March 23, 2009 – Power electronics manufacturers are facing one of the most challenging periods in recent economic history. Darnell Group is determined to offer the highest-level of service and information to our clients. We have developed a new report, ***“Eight Opportunities for Growth in 2009: Global Market Trends and Forecasts for AC-DC Power Supplies, Electronic Ballasts, Inverters, and ICs,”*** to assist clients in identifying immediate opportunities for sales. Although power supply sales will continue, 2009 is expected to see at least temporary declines in nearly every product sector. With that prognosis, long-term forecasts are still needed, but companies are also asking, "Where are next week's sales?" In support of that need for immediate opportunities, Darnell’s latest report is being delivered free to every client who purchases one of our standard reports during the balance of 2009.

This report identifies eight power converter/IC segments that are expected to offer sales for power supply makers this year and into 2010. Combined, they represent a potential \$11.3 billion opportunity in 2009, growing to \$13.8 billion in 2010.

“Not surprisingly, many of these opportunities are in emerging applications that are driving sales of embedded ac-dc power supplies, inverters, power management ICs and electronic ballasts,” stated Jeff Shepard, President of Darnell Group. “Even with the economic downturn, certain segments are benefiting from current market drivers such as government stimulus plans, energy efficiency standards and regulations, competitive pricing, and evolving power architectures. As a result, power converters and ICs are seeing immediate demand in specific applications,” he concluded.

This worldwide demand is broken down into two revenue opportunities: the four “largest” markets that are expected to provide over \$1 billion in sales in 2009-2010; and four “niche” markets that could produce over \$1 million in sales during this period. Each of these markets has its own business and technology dynamics, offering resourceful companies multiple avenues to growth.

Most of the analysis and data in this report come from longer, more detailed studies by Darnell Group. This report focuses only on current developments and trends expected to drive the market in 2009. For example, forecasts are given just for 2009-2010, instead of the five-year forecasts found in the other reports. The purpose of this study is to identify markets that can provide sales opportunities through 2009 and into 2010.

Darnell Group’s 54-page report on ***“Eight Opportunities for Growth in 2009: Global Market Trends and Forecasts for AC-DC Power Supplies, Electronic Ballasts, Inverters, and ICs”*** is offered in PDF format and is available for immediate delivery. It is also offered for sale separately for \$997. For more information about the content of this unique report, contact Traci Shepard, at tshepard@darnell.com. Or call 951-279-6684. Details are on line at:

http://www.darnell.com/store/product_info.php?cPath=2_24_31&products_id=89

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.

The Global Power Electronics Specialist

