



Darnell in Depth

Monthly Insight and Analysis

Darnell Group is pleased to introduce you to *Darnell in Depth*. This is not a “news” letter for the power industry in the traditional sense. The charter of this unique information service is to provide subscribers with the leading-edge insights and analysis of today that will help them identify and prepare for the opportunities and challenges of tomorrow.

Darnell in Depth provides a timely channel of distribution for the in-depth information and analysis we assemble at Darnell on a day-to-day basis. And it provides subscribers like you with a deeper look into our unique perspective on the constantly evolving business and technology environment in which the power electronics industry exists. Examples of the exclusive value-added you will receive as a subscriber include:

- ✓ **Feature Articles** – “insiders analysis” of emerging technology, business, market, or regulatory trends in the general industry that will have a significant impact on opportunities within the power electronics segment.
- ✓ **Digital Power Monitor** – up-to-the-minute analysis of current activities in the development, implementation and adoption of emerging digital power technologies with special emphasis on near-term market drivers.
- ✓ **Power Points** – developments and data points in the general electronics industry pointing toward potentially disruptive changes for power markets or technologies being tracked by Darnell Group research analysts.
- ✓ **Application Trends** – analysis of application market trends in broad end-use segments. Explicitly analyzes and explains implications for the power industry from an “insider’s perspective.”
- ✓ **Web Sightings** – links to useful web documents including news articles or brief reports by respected analysts and organizations outside the power electronics industry.
- ✓ **Power Prospects** – exclusive “index” of changing trends in the anticipated growth rates for power electronics market and application segments being tracked by Darnell Group.

Darnell in Depth is delivered in PDF format via E-Mail

- YES, start my Individual Subscription to *Darnell in Depth*. The subscription rate is \$597/year.**
 - YES, start our Corporate Group Subscription to *Darnell in Depth*. The group rate is based on the number of subscribers in the group. The size of our subscriber group is:**
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- For Corporate Group Subscriptions, please attach a list of subscriber names and e-mail addresses.
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Feature Articles in a Recent 12-Month Period

January 2007

- Battle of Telecom Technologies
- A Boost for Alternative Energy
- Channels Changing in TV Market

February 2007

- Wind Power Continues its Mainstream Course
- LED Sub-Markets Shaping the Industry

March 2007

- Retailers Intrude in Electronics Market
- Will Broadband Revive Telecom Power?
- California Regulations Drive Green Tech

April 2007

- Down Under Could Drive Electronic Ballasts Over the Top
- Low-Power Market Ramps Up

May 2007

- Power Becoming Mobile Phone Differentiator
- Multiple Drive for Telco Infrastructure Market

June 2007

- Plug-Hybrids Could Drive EV Market
- Photovoltaics Market Continues to Brighten

July 2007

- Will Rare Metals Scarcity Inhibit or Enable New Products?
- HEV Market's Surprising Growth

August 2007

- LEDs Light the Way
- Communications Power Supplies Gear Up

September 2007

- Thin-Film Photovoltaics Create Inverter Opportunities
- The Continued Evolution of Flat Panels

October 2007

- Femtocells Challenge Traditional Base Stations
- Trends in Digital Power

November 2007

- BPL and Smart Metering Gang Up on Wireless
- Project 25 Adoption Gains Ground
- CFLs Move Ahead of LEDs

December 2007

- Changes in Server Power Architectures
- Thin-Film Photovoltaics Spur Solar Growth

At the same time that these **25 Feature Articles** were being published, *Darnell in Depth* included **65 Power Points**, **100 Application Trends** and **34 Web Sightings**. Plus every issue of *Darnell in Depth* includes our Exclusive **Digital Power Monitor** that provides in-depth analysis of industry trends expected to impact the adoption process for emerging digital power conversion and digital power management technologies and products. Plus Darnell's **Power Prospects**, an informal monthly "index" of changing trends in the anticipated growth rates for market and application segments being followed by Darnell Group research analysts, plus **Darnell's Power Indices**, a series of three unique global stock market indices for the Power Semiconductor, Power Conversion and Energy Storage & Generation industry segments.

Market intelligence and research, like investment analysis, is not a matter of spotting the obvious. If it were that easy, there would be no need to update market plans or business plans and we'd never buy bad stocks. Market intelligence and research analysis is a matter of assessing current conditions and trends and reaching reasonable conclusions about likely future developments. And it's a process of constantly gathering new information and re-evaluating previous conclusions as the context changes. *Darnell in Depth* will provide you with an insider's view into that process as it proceeds on an on-going basis among Darnell's research analysts.