



Strategies for A Changing Market

The new Global Switching Power Supply Industry 2015 Report provides market information based on the end market transaction of power supplies. As adapters are sold directly to end-

GLOBAL SWITCHING POWER SUPPLY INDUSTRY 2015 REPORT

MTC's Global Switching Power Supply Industry Report published annually, provides the state of the power supply industry and trends of the future. It includes a detailed market forecast, technology and applications trends and competitive analysis. The report provides a macro picture of the industry and micro analysis of the market development for decision making and strategic planning. The report includes Global Power Supply Market Analysis in the following areas:

- ◆ **Products: AC-DC & DC-DC**
- ◆ **Regions: North America, Europe, Asia & Rest of World**
- ◆ **Markets:**
 - LED — LED Lighting
 - CON — Consumer/Retail Equipment
 - COE — Computer/Office Equipment
 - NTE — Networking/Telecom Equipment
 - IND — Industrial/Instrumentation Equipment
 - MED — Medical Equipment
 - TRN — Transportation
 - MIL — Military/Aerospace Equipment + Commercial Air
- ◆ **Application: CON: Cell Phones...; COE: Servers/Storage...; NTE: Routers... etc., IND: Automatic Test Equipment...**
- ◆ **Output Power:**
 - AC-DC: 0-150W; 150-300W; 300-500W; 500-750W; above 750W
 - DC-DC: 0-50W; 50-100W; 100-150W; 150-250W; above 250W
- ◆ **Output voltage: 1.2VDC; 2.5VDC; 3.3VDC; 5.0VDC; 12VDC; 24VDC; 28VDC; 48VDC...**
- ◆ **Input voltage: AC-DC: Universal input; DC-DC: 48VDC; 28VDC; 24VDC; 12VDC; 5VDC...**
- ◆ **Output current: DC-DC: 5A; 10A; 20A; 30A; 40A 50A...**
- ◆ **Product Design: DC-DC: Isolated (Bricks); non-isolated (POLs)...**
- ◆ **Packaging: AC-DC: 3x5; 5x7; 1U; 2U...**
- ◆ **Packaging: DC-DC: HB; QB; 1/8th B; SIP...**
- ◆ **Emerging Trends in:**
 - New Markets
 - Power Architectures
 - Products related to different Power Architectures
 - Product Models
 - Business Models
 - Global Changes that will affect Power Supply Industry

*“When a critical decision is at stake...Take the
Micro-Tech Advantage”*

Moreover, this single report can be customized to suit any particular market/product/application and competitive requirement. This report is organized as follows:

- ◆ **Detailed Version: (More than 500 pages):** This version provides a detailed market and applications information on each market, for each product category and for each geographic region. There is no extra charge for Rest of World (ROW) market information. The Detailed Version is meant for multinational companies who participate in world's major geographic markets, The total price of the Detailed-Report is US\$3990.
- ◆ **Standard Version: (About 400 pages):** The basic report provides detail information about the Global Markets with market/product overviews for North America, Europe, Asia and Rest of the World (ROW). The information provided in this Standard Version is sufficient for many companies who want detailed global information with an overview of all the specific regions. The Standard-Version price is US\$2490.
- ◆ **Customized Version:** Customized reports can be created with AC-DC or DC-DC product details. They are priced at US\$2490 and available in e-version only.

For further information contact MTC @:

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9.0 Competitive Analysis

Overview

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- ◆ Artesyn Embedded Technologies (Artesyn)
- ◆ AstrodyneTDI Corp. (AstrodyneTDI)
- ◆ Astronics Corporation (Astronics)
- ◆ Bel Power Products (Bel Power)
- ◆ Calex Manufacturing Co. (Calex)
- ◆ Chicony Power
- ◆ CINCON Electronics (CINCON)
- ◆ Cosel, Inc. (Cosel)
- ◆ Crane Aerospace & Electronics: Eldec, Interpoint, ST Keltec
- ◆ CUI, Inc.
- ◆ Delta Electronics Inc. (Delta)
- ◆ Digital Power Corp. (Digital Power)
- ◆ Efore Plc.
- ◆ Ericsson Power Modules (Ericsson)
- ◆ ETA Electric
- ◆ Flextronics (Flex Power)
- ◆ FRIWO AG
- ◆ FSP Group (FSP)
- ◆ Kaga Electronics USA
- ◆ LHV Power, Inc. (LHV)
- ◆ Lite-On Technology Corporation (Lite-On)
- ◆ Mean Well Enterprises Co. (Mean Well)
- ◆ Murata (Murata Manufacturing & Murata Power Solutions)
- ◆ N2Power Inc.
- ◆ NetPower Technologies (NetPower)
- ◆ Phihong Enterprises Ltd. (Phihong)
- ◆ Rantec Power Systems, Inc. (Rantec)
- ◆ Salcomp Oy (Salcomp)
- ◆ Sanken Power Systems (Sanken)
- ◆ Setec
- ◆ SL Power Electronics Corp. (SL Power)
- ◆ SynQor, Inc. (SynQor)
- ◆ TDK-Lambda
- ◆ UNIPOWER Corporation (UNIPOWER)
- ◆ Vicor Corporation (Vicor)
- ◆ XP Power plc.

10.0 Methodology & Organization

11.0 Micro-Tech Consultants (MTC)

Micro-Tech Consultants (MTC) was founded in 1984 by **Mohan Mankikar (MBA; MSCS; MEEE; BE)**

Its focus has been market research, analysis and consulting in the power supply industry. It currently produces annual multi-client switching power supply reports that include AC-DC Switchers and DC-DC Converters. It provides consulting services to various clients including merchant and captive power supply companies, power component manufacturers, electronic equipment manufacturers (OEMs) and financial community in the areas of business development, marketing strategies, new product introductions, competitive positioning and acquisition analysis. MTC publishes a widely-read, industry-extensive monthly newsletter called **Power Electronics Industry News**. In the last twenty two years, Micro-Tech Consultants has been the most recognized and widely quoted power supply market research company in the US. Its name and data have been used by many public companies and leading electronic trade publications.

MTC is an active member of **Power Sources Manufacturer's Association (PSMA)**.

Mr. Mankikar has over 33 years of experience in the power supply industry. He is the President of Micro-Tech Consultants, which does market research in the power supply industry. He was previously employed by Lambda Electronics, the largest standard power supply manufacturer and by Gnostic Concepts, a leading technical market research/consulting organization for its time. Mr. Mankikar has given presentations and seminars at various organizations on the power supply industry. He wrote the "Power Technologies" column for Electronic Engineering Times (EE Times) for twelve years.

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PURCHASE ORDER

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