



## FOR IMMEDIATE RELEASE

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### **IC Insights Releases New Study on Optoelectronics, Sensors, and Discretes**

*First-of-its-kind O-S-D report tracks market developments, applications, biggest players*

**Scottsdale, Arizona --- April 11, 2006 ---** The semiconductor universe consists of integrated circuits (ICs) and optoelectronic, sensor, and discrete (O-S-D) components. For years, O-S-D components were an afterthought. Many of these devices were typically built using "dinosaur technology"—processes of 5.0-micron or greater. Little interest or excitement was generated from this area.

Times have changed. Rapid growth in the IC industry has promoted more growth among optoelectronic, sensor, and discrete components. Portable electronics such as notebook PCs, PDAs, digital cameras, and cell phones require more O-S-D devices for power management, switching power supplies, and battery-charging systems. Greater use of optoelectronic and sensor equipment in cameras, cars, and other platforms has stirred much more interest in the once-overlooked O-S-D market.

Now, in a **first-of-its-kind study**, IC Insights reveals developing trends and provides an in-depth analysis and forecast of this growing segment in its new *O-S-D Report—A Market Analysis and Forecast for Optoelectronics, Sensors/Actuators, and Discretes*.

The *O-S-D Report* provides complete coverage of the optoelectronic, sensor/actuator (including MEMS-based devices), and discrete marketplaces. Market outlooks, end-use applications, developing trends, and leading supplier rankings are included within this nearly 200-page study. For extensive market analysis and forecast data for the growing optoelectronic, sensor/actuator, discrete segment of the semiconductor industry, IC Insights' *O-S-D Report* is your must have reference tool.

The *O-S-D Report* is affordably priced at \$1,990. Users can order the *O-S-D Report* and *The McClean Report—A Complete Analysis and Forecast of the Integrated Circuit Industry* to receive complete coverage of the semiconductor industry and **save \$200** off the total price.

### **About IC Insights**

IC Insights, Inc., based in Scottsdale, Arizona USA, is dedicated to providing high-quality, cost-effective market research for the integrated circuit industry. Founded in 1997, IC Insights offers coverage of global economic trends, the semiconductor market forecast, capital spending and fab capacity trends, product market details, and technology trends, as well as complete IC company profiles and evaluations of end-use applications driving demand for ICs. For more information, contact +1-480-348-1133 or info@icinsights.com, or visit [www.icinsights.com](http://www.icinsights.com).