



Present: An accident victim's injuries are diagnosed at the hospital.

## Editorial Comment

### It's a wiggly world

27 September 2005

Analogue technology remains as important as ever.

Analogue: can't live with it, yet it's everywhere. It's the technology that everyone seems to want to forget about, but just won't die. And when you think that everything is going digital, back it comes, often with a vengeance. But it's a false view. It's an interesting statistic that tells us that analogue ics hold the same market share today as they did in the early 1970s – around 20%. What does that tell us? That analogue technology remains as important now as it ever did. The reason why? As everyone knows, it's a wiggly world. As long as you want or need to process information in the digital domain, there'll be the need to do analogue to digital conversion and vice versa, along with amplification and power management. And if you look at the market sectors that are driving growth in demand for analogue components, they have a reassuringly familiar look to them: broadband access, mobile infrastructure, MP3, digital tv, automotive and medical electronics. It's generally agreed that the heady days of growth in the semiconductor industry have gone. Forget about 30% year on year sales growth. Electronics is now a more mature industry and is showing mature industry growth rates. But demand for analogue ics is predicted to grow at a slightly higher rate than that for digital ics over the next few years. It is a widely held belief that analogue design is, along with RF design, something of a black art. What the figures show is that analogue design remains as important a part of the electronics world as it ever has and should be treated accordingly.

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