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Clash of connected cars

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WiFi, cellular tug-of-war begins

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Renesas outlines Synergy platform

Renesas Electronics Corp. has provided details regarding the first elements of its Synergy embedded development platform during the recent Renesas Developer's Conference. Geared to improve embedded development efforts for IoT, industrial, medical and other markets

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Israeli Semiconductor Company Bought By Silicon Valley Firm For \$811 Million

The Israeli semiconductor company EZchip has been bought by the Silicon Valley internet network company Mellanox Technologies, with the share purchase valuing the company at approximately \$811 million.

Mellanox already maintains five offices in Israel. In 2011, Mellanox acquired the Israeli company Voltaire for \$208 million.

"The synergies between EZchip and Mellanox create attractive opportunities," said Eyal Waldman, president and CEO of Mellanox Technologies. "EZchip's processing solutions allow users to process and analyze, at wire speed, data both within and outside the data center. The solutions from the combined company will enable data center customers to meet the growing demands of data-intensive applications."

Sony restructure to grow image sensor business

Sony has formed a new company for its semiconductor business, which includes its image sensor technology, called Sony Semiconductor Solutions Corporation. The new company will begin operations on 1 April 2016.

Sony has also completed the acquisition of Belgian time-of-flight image sensor company Softkinetic Systems, which has become a wholly-owned subsidiary of Sony.

The aim of the change in operational structure, Sony says, is to 'enable each of the three main businesses within this segment, namely the semiconductor, battery and storage media businesses, to more rapidly adapt to their respective changing market environments and generate sustained growth.'

Earlier in the year, the company announced that it was reorganising its Sony Semiconductor Corporation business in order to increase production capacity for stacked CMOS image sensors for mobile phones. Capacity would increase from 60,000 wafers per month to approximately 80,000 wafers per month by the end of June 2016.

Clash of connected cars: LTE V2X takes a stand against DSRC

Competition is generally seen as positive, especially in this industry where every company is always pulling out all the stops to outdo the competition. In particular, Huawei and Qualcomm focusing their efforts on infiltrating the promising vehicle-to-vehicle (V2V), vehicle-to-infrastructure communication market, often collectively titled V2X, by proposing an LTE standard called "LTE V2X."

The move is at odds with incumbent automotive technology suppliers who have been working more than a decade to develop and test, and finally implement, a dedicated short-range communications (DSRC) technology designed for V2V, V2I communications.

DSRC, based on the IEEE 802.11p standard, uses a dedicated wireless frequency, 75MHz of spectrum in the 5.9GHz band, allocated by the Federal Communications Commission in 1999 specifically for intelligent transportation systems.

WiFi, cellular tug-of-war begins

We have seen it coming. Now that the problem of cellular congestion can no longer be ignored, companies are taking advantage of the next best alternative: WiFi. Competition has taken off and it's promising some disruptive opportunities. In fact, one startup is developing smartphones and consumer access points that aims to pay users a piece of the revenues it gets from offloading cellular calls on to its proprietary 5GHz network.

At the opposite end of the spectrum, Vijay Sammeta, the CIO of San Jose called for vendors to develop WiFi phones for the homeless. "What a powerful concept to give a homeless person a WiFi calling smartphone that can charge by solar power, albeit slowly, and has data about city services stored on it, suddenly we have transformed that person's life," said Sammeta.

Renesas outlines Synergy platform for embedded design

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IoT, industrial, medical and other markets, Synergy promises to automate the implementation of graphical interfaces, network connectivity and device configuration, and allows developers to focus on innovation in their core application competence.

Because of IoT, the number of embedded devices that will need to be created in the next five years is set to explode, said Ali Sebt, president & CEO of Renesas Electronics America, who gave a keynote at the event. "We need to scale up our design efforts rapidly. The challenge today is that most businesses use a pipeline model for development," Sebt added. "We need to adopt a platform model."