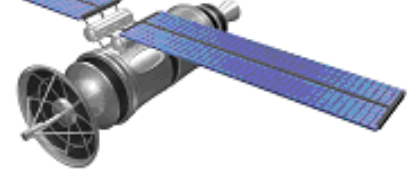


# FutureHorizons



The Global Semiconductor Industry Analysts

## FH MONDAY

21 December 2015

### IBM develops pollution, energy-waste forecaster

IBM Research-China unveiled a Watson-life forecaster that estimates pollution to mitigate its effects. Dubbed Green Horizons, it also forecasts energy usage in energy-stressed cities, which allows for better integration of renewable energy sources without the need for grid-scale batteries.

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### ST collaborates with Chinese partners to boost IoT dev't

STMicroelectronics (ST) has revealed that its efforts to enhance the IoT development ecosystem have gained additional support as a result of the recent adoption of its STM32 Nucleo Development Kit by the School of Electronics Engineering and Computer Science at Peking University

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### Why manufacturers are starting to leave China

China is starting to lose its appeal as the world's centre for low-cost production as manufacturers all over the world find alternatives elsewhere.

While China's industrial base is expected to continue expanding in the near term, growth is slowing.

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### TALK TO US



### iPhone battery case barbs downplayed by Apple CEO

Unlike other smartphone makers that mostly improve the battery capacity for their newer iterations, Apple has chosen the path less travelled. While seemingly unorthodox for a company such as Apple, the release of the Apple Smart Battery Case came at a price.

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### Ford pulls out all the stops in EV dev't strategy

Ford Motor Co. has revealed its largest 5-year investment programme to date that is centred on electric vehicles. Aiming to roll out 13 new electrified vehicles within the next five years, the car company will spend \$4.5 billion and once completed, 40 per cent of Ford's models will be available in an electric version

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## **IBM develops pollution, energy-waste forecaster**

IBM Research-China unveiled a Watson-like forecaster that estimates pollution to mitigate its effects. Dubbed Green Horizons, it also forecasts energy usage in energy-stressed cities, which allows for better integration of renewable energy sources without the need for grid-scale batteries.

IBM announced its forecaster on the last day of the Conference of the Parties (COP21, Nov. 30—Dec. 11 in Paris) during the Intergovernmental Panel on Climate Change (IPCC 2015) forecast.

The Green Horizons Pollution Forecaster is based on Watson-like cognitive computing, which draws on vast amounts of environmental big data from environmental monitoring stations, weather stations and traffic cameras, as well as meteorological and environmental satellites to create a predictive model for more informed decisions on how to improve air quality.

## **ST collaborates with Chinese partners to boost IoT dev't**

STMicroelectronics (ST) has revealed that its efforts to enhance the IoT development ecosystem have gained additional support as a result of the recent adoption of its STM32 Nucleo Development Kit by the School of Electronics Engineering and Computer Science at Peking University and for the Xiao Gang Pao IoT development system by JUMA, an IoT software platform company.

The STM32 Nucleo Kit has been adopted by the School of Electronics Engineering and Computer Science (EECS), Peking University for its Electronic System Design Project. Relying on ST's STM32F401 Nucleo (mother board), X-Nucleo-IDB04A1 (daughter board) and X-Nucleo-IKS01 (sensor board), together with the ARM mbed online software development platform, the course provides students with a complete toolset to develop Smart Things and IoT applications.

In addition to supporting the IoT design courses at EECS, ST has been working with JUMA, a software company focusing on providing Bluetooth software IP and fast IoT development platform, helping developers accelerate the translation of an idea into a prototype and product. The ST/JUMA cooperation sets to support the growing number of small- and medium-sized IoT design houses and startups unlocking their innovation potential in both hardware and software.

## **Why manufacturers are starting to leave China**

China is starting to lose its appeal as the world's centre for low-cost production as manufacturers all over the world find alternatives elsewhere.

While China's industrial base is expected to continue expanding in the near term, growth is slowing. The more tempered pace is also in stark contrast to the phenomenal growth China saw during the past few decades, which helped to catapult the country past Japan to become the world's second-largest economy.

Firms are increasingly shifting production outside of China for a "number of reasons," Lian Hoon Lim, managing director of AlixPartners, told EBN. The main impetus is increasing production costs. The need for manufacturers to reduce their dependence on China's production base and companies seeking more localised production play a role as well.

## **iPhone battery case barbs downplayed by Apple CEO**

Unlike other smartphone makers that mostly improve the battery capacity for their newer iterations, Apple has chosen the path less travelled. While seemingly unorthodox for a company such as Apple, the release of the Apple Smart Battery Case came at a price. The latest product was met with widespread disapproval.

However, CEO Tim Cook came to the defense of the 'hump' design.

Call it an early defence of against Humpgate, in an interview with tech blog Mashable, Apple CEO Tim Cook defended the noticeable, and widely lampooned, bulge on the back of the company's recently released \$99 iPhone 6 battery pack.

"You know, I probably wouldn't call it 'the hump,'" he said during the interview.

## **Ford pulls out all the stops in EV dev't strategy**

Ford Motor Co. has revealed its largest 5-year investment programme to date that is centred on electric vehicles. Aiming to roll out 13 new electrified vehicles within the next five years, the car company will spend \$4.5 billion and once completed, 40 per cent of Ford's models will be available in an electric version.

The focus of Ford's investments is on intensifying and accelerating the development of its battery technology, expanding its R&D programme in Europe and Asia. The goal is cross-linking the development teams to achieve a

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synergetic and effective collaboration. The carmaker also expands its battery research facilities in Europe and China. An innovative hardware and software system (hardware in the loop, HiL) enables the researchers to simulate battery and control systems in a virtual environment and to test them at the globally scattered R&D facilities under any imaginable theoretical aspects. "Batteries are the lifeblood of any electric vehicle, and therefore we have committed to expand our R&D activities around battery technology," said Kevin Layden, director of Ford electricification programmes.