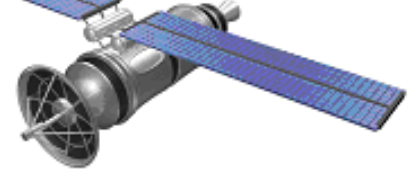


# FutureHorizons



The Global Semiconductor Industry Analysts

## FH MONDAY

23 November 2015

Renesas, Nevs team up for China's new energy vehicle

Renesas Electronics Corp. and National Electric Vehicle Sweden (Nevs) have signed a strategic partnership deal. Using Nevs' Phoenix architecture technology for electric vehicles and Renesas' technologies for new energy vehicles,

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As electronic manufacturing services (EMS) companies morph into supply chain companies and electronics seeps into every part of our existence, supply chains are colliding.

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Nvidia, Q'comm drive nascent commercial drone industry

Nvidia and Qualcomm recently deployed products intended for the development of consumer drones, signifying a sector poised for growth in the near future.

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TALK TO US



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Nissan is the latest automobile maker to enter the self-driving car market, announcing that it will test autonomous cars on the road in Japan.

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China's investment radar: Is Qualcomm the next target?

As the original developer of CDMA cellular communications protocol and holder of an impressive portfolio of essential patents helped bolster Qualcomm to become a leading semiconductor company and it still is.

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## **Renesas, Nevs team up for China's new energy vehicle market**

Renesas Electronics Corp. and National Electric Vehicle Sweden (Nevs) have signed a strategic partnership deal. Using Nevs' Phoenix architecture technology for electric vehicles and Renesas' technologies for new energy vehicles, the companies will collaborate on the development of various system solutions aimed at China's new energy vehicle market.

In accordance with this established partnership, Renesas and Nevs will officially launch the research and development (R&D) of electric vehicles.

## **Wearables Cause EMS to Take a Cue from Fashion Industry**

As electronic manufacturing services (EMS) companies morph into supply chain companies and electronics seeps into every part of our existence, supply chains are colliding. One of the more obvious current collisions is that of the electronics manufacturing industry and the apparel industry in the field of wearables.

Whether it is the latest crowd-funded project or a volume product like a fitness or activity monitor worn on the wrist, all these products have impacted the way we view manufacturing. And it's not just the traditional apparel industry, the higher end of the fashion industry is also getting involved in technology with companies like Swarovski partnering with technology providers like Misfit to develop solutions for an ever more discerning market. While Fossil, who not only manufacture their own brand but also make watches for various designer brands, have brought a series of smart watches and fitness trackers to the market.

## **Nvidia, Q'comm drive nascent commercial drone industry**

Nvidia and Qualcomm recently deployed products intended for the development of consumer drones, signifying a sector poised for growth in the near future.

The concept, use and fascination with pilotless aircraft seem unbounded. Probably the most well-known drone is the deadly predator made by General Atomics Aeronautical Systems developed in 1994 and used extensively in Afghanistan, Pakistan, Bosnia, Iraq and elsewhere.

One of the largest and scariest drones is the lethal and long-range Northrop Grumman X-47B, a tail-less, strike fighter-sized unmanned aircraft developed for the Navy. It can refuel successfully in air, so it can go anywhere any time.

These man-in-loop drones rely on a remote human operator. Autonomous consumer drones use sensors and cameras to fly without an operator. However, that requires you accept the data frequently and to process it quickly and accurately. It's very compute-intensive, and the processors must be power efficient.

## **Self-driving cars: From hype to road tests**

Nissan is the latest automobile maker to enter the self-driving car market, announcing that it will test autonomous cars on the road in Japan. The car company joins of growing roster of other players, such as Daimler, which is currently testing self-driving big rigs on German highways, and Tesla Motors, which offers its Autopilot mode on its Model S. In addition to automakers, technology giants Google and Apple are hard at work developing their own vehicles. While Google has been regularly posting (and boasting) about its successes, the famously secretive iPhone maker has ensured Project Titan is shrouded in mystery.

A McKinsey survey released in September that polled 3,000 potential owners in the US, China and Germany found that consumer interest in self-driving vehicles is high, as long as drivers have the option of taking the wheel when they want to. [Still, Thomas Claburn, InformationWeek's editor-at-large, believes it's one thing to be assisted to drive better and another to be made obsolete drivers.

## **China's investment radar: Is Qualcomm the next target?**

As the original developer of CDMA cellular communications protocol and holder of an impressive portfolio of essential patents helped bolster Qualcomm to become a leading semiconductor company and it still is. However, its reliance on the fast-moving consumer markets also makes its fragile. In fact, some observers think that smartphones and tablets are rapidly joining PCs as former drivers of the semiconductor industry.

Now, recent events and financial results have started to make Qualcomm's leading position as an application processor supplier look like a poisoned chalice. Could the company now be vulnerable to an approach from an ambitious Chinese investor?

The two main indicators that put Qualcomm in the frame for Chinese investment are: the fact that Qualcomm's financial results have taken a nose-dive recently, and the fact that China's government-controlled semiconductor investment vehicle Tsinghua Unigroup said it has \$47 billion that will be mainly spent in the U.S.