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The Global Semiconductor Industry Analysts

## FH MONDAY

9 May 2016

Cypress Semiconductor acquires  
Broadcom's IoT chip business

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Firefly-inspired OLEDs

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Intel cuts ATOM chips,  
exits mobile industry

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TALK TO US



Tension intensifies over  
Microchip, Micrel deal

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– 7 March 2016 – London UK

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Power market intensifies as  
LED market dims

According to the latest report from IHS Inc., while LED lighting shipments are only responsible for only 7.7% of the total lighting market last year, they are expected to climb to 27.2% in 2020

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## **Cypress Semiconductor Acquires Broadcom's IoT Chip Business**

Cypress Semiconductor announced that it will acquire Broadcom Corporation's full portfolio of IoT products for \$550 million.

Under the deal, Cypress will acquire Broadcom's IoT products and intellectual property for Wi-Fi, Bluetooth, and Zigbee connectivity. Cypress will also get Broadcom's WICED platform and SDK for developers.

The deal will combine Broadcom's developer tools and connectivity technologies for IoT devices with Cypress' own programmable system-on-a-chip (SoC) products that provide memory, computing, and graphics processing for low-power devices.

## **Firefly-Inspired Oleds Have 60% Light Extraction Efficiency**

The design and structure of nature is something scientists use not only as inspiration, but also as a backbone for scientific research. Back in 2012, South Korean scientists took observations made of fireflies to make an improved and less expensive LED lens.

The basis of the work is to mimic the bioluminescent organ for lighting apps. The organ's bioluminescence is used to attract mates. By using a scanning electron microscope and numerical analysis, experiments revealed that the highly ordered structure reduces optical impedance between air and the cuticle, becoming an anti-reflective layer, and minimising the loss of light while improving efficiency.

## **Intel Cuts ATOM Chips, Exits Mobile Industry**

Intel cancels its smartphone and tablet mobile SoC business by ending its struggling Atom chip product line at the wake of its massive restructuring plan announced in April. The discontinued products include SoFIA, Broxton and Cherry Trail.

As Intel CEO Brian Krzanich explained in his latest blog, the chip giant's focus is now squarely on "Cloud, IoT, memory/programmable solutions, 5G and Moore's Law."

Out are mobile SoCs.

Intel is shifting resources previously directed towards SoFIA/Broxton to "products that deliver higher returns and advance our strategy," according to a company spokeswoman.

## **Tension Intensifies Over Microchip, Micrel Deal**

Ray Zinn, Micrel's founder and former chief executive, has been vocal in expressing his resentment towards an apparent breach in agreement regarding an acquisition made with Microchip's CEO Steve Sanghi.

Zinn thought he had a gentleman's agreement with Sanghi, who acquired his company for \$839 million in August 2015. Zinn said Sanghi told him he had a great company, layoffs would be light and evenly split between the two companies. But it didn't go that way, said Zinn who called EE Times after reading a report about a severance dispute in Microchip's acquisition of Atmel.

"When he visited the company he was glowing and complimentary, saying I did a great job and had great people who deserved a pat on the back," Zinn said.

## **Power Market Intensifies As LED Market Dims**

According to the latest report from IHS Inc., while LED lighting shipments are only responsible for only 7.7% of the total lighting market last year, they are expected to climb to 27.2% in 2020. This is good news for vendors of power supplies and power semiconductors, which are both set to grow by double-digit rates in the next five years.

Growth of power drivers and power supplies

LED lighting consists of two market segments: LED lamps, used in lighting fixtures, and LED luminaires, which are complete fixed lighting fixtures built with all components required for operation. Unlike power drivers in LED lamps, power supplies in LED luminaires are typically external.