

# FutureHorizons



The Global Semiconductor Industry Analysts

## FH MONDAY

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### Huawei Makes Push to Get Ahead

A Chinese telecommunications giant founded by a former engineer of the People's Liberation Army is about to take a shot at challenging Apple Inc. and Samsung Electronics Co. in the global smartphone market.

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### Brocade Agrees to Buy Ruckus Wireless

Brocade Communications Systems Inc. agreed to buy Ruckus Wireless for about \$1.2 billion, the latest in a series of moves by network-equipment companies to expand their Wi-Fi offerings. The deal, which values Ruckus at \$14.43 a share, caused that company's stock to jump 32% to \$13.20 a share

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### IoT reshaping the way the world does business

The Internet of Things (IoT) is becoming a part of many businesses. Even the electronics supply chain is now coming under this trend as companies increasingly use sensors to drive efficiency into business tasks and integrate IoT into a strategic advantage.

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### TALK TO US



### MicroSD cards target drones, action cameras

Kingston Technology Co. has introduced the microSD Action Camera UHS-I U3 (Speed Class 3) aimed at action cameras such as the GoPro, as well as drones. Geared to handle harsh environments, and initially available in 16Gb and 32Gb with 64Gb soon to follow,

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### EVENTS

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#### [Industry Forecast Briefing](#)

– 19 January 2016 – London UK

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### NXP, HID Global team to enable wearables

NXP Semiconductors N.V. has teamed up with HID Global to enable the HID Global Seos credential technology to be embedded in NXP's SmartMX-based secure element devices.

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## **Huawei Makes Push to Get Ahead of Apple, Samsung in Smartphone Market**

A Chinese telecommunications giant founded by a former engineer of the People's Liberation Army is about to take a shot at challenging Apple Inc. and Samsung Electronics Co. in the global smartphone market.

During an event in London on Wednesday, Huawei Technologies Co., the world's third-biggest smartphone maker by shipments, will unveil a new high-end smartphone with a dual-lens camera, people familiar with the matter said, beating Apple and Samsung to the market with the feature that promises better color and sharper contrasts even in lowlight conditions.

Engineers from Shenzhen-based Huawei and German optics company Leica Camera AG worked together for nearly a year to develop the camera, the people said

## **Brocade Agrees to Buy Ruckus Wireless for \$1.2 Billion**

Brocade Communications Systems Inc. agreed to buy Ruckus Wireless for about \$1.2 billion, the latest in a series of moves by network-equipment companies to expand their Wi-Fi offerings.

The deal, which values Ruckus at \$14.43 a share, caused that company's stock to jump 32% to \$13.20 a share. Brocade's stock fell 14% to \$9.15.

Brocade, based in Sunnyvale, Calif., was originally known for networking hardware used in data storage applications. But the company has branched into other networking segments, including routers and switches sold in competition with the likes of Cisco Systems Inc.

Ruckus, also based in Sunnyvale, specializes in Wi-Fi gear used by companies and public venues. Its chief executive, Selina Lo, is one of a small number of female CEOs of publicly held tech companies.

## **IoT Reshaping The Way The World Does Business**

The Internet of Things (IoT) is becoming a part of many businesses. Even the electronics supply chain is now coming under this trend as companies increasingly use sensors to drive efficiency into business tasks and integrate IoT into a strategic advantage.

In fact, by 2020, more than half of all new business processes and systems will incorporate some element of the IoT, according to Gartner.

Much of the growth can be linked to the increasing affordability of sensor technology. "Uses of the IoT that were previously impractical will increasingly become practical," said W. Roy Schulte, vice president and analyst at Gartner, in a written statement. "The IoT is relevant in virtually every industry, although not in every application. There will be no purely 'IoT applications.' Rather, there will be many applications that leverage the IoT in some small or large aspect of their work. As a result, business analysts and developers of information-centric processes need to have the expertise and the tools to implement IoT aspects that play a role in their systems."

## **MicroSD Cards Target Drones, Action Cameras**

Kingston Technology Co. has introduced the microSD Action Camera UHS-I U3 (Speed Class 3) aimed at action cameras such as the GoPro, as well as drones. Geared to handle harsh environments, and initially available in 16Gb and 32Gb with 64Gb soon to follow, the Secure Digital (SD) card supports 4K video at 30fps or HD video at 240fps.

Jean Wong, Kingston's flash card business manager, said the market for regular-sized SD cards has shrunk, but there's increased demand for the smaller footprint of microSD cards, not only in drones and action cameras, but also smartphones and tablets as users look to expand available memory.

## **NXP, HID Global Team To Enable Wearables For Enterprise**

NXP Semiconductors N.V. has teamed up with HID Global to enable the HID Global Seos credential technology to be embedded in NXP's SmartMX-based secure element devices. Through the collaboration, NXP and HID Global aim to allow the use of wearable devices, to open electronic locks at commercial buildings, hotels and workplaces in the future.

Additionally, NXP and HID Global are cooperating on a range of opportunities to expand the adoption of secure access to more applications and use cases.

Wearables manufacturers globally with the Seos-ready NXP chips can enable users with building and parking access, PC login, authentication to IT systems and cloud applications, secure print job collection, time and attendance, point of sale and automated cashless vending, along with numerous other use cases supported by Seos. HID Global's field programmers will support these use cases in Seos-ready wearables simply with the support of loading digital credentials of specified applications.