# FutureHorizons

The Global Semiconductor Industry Analysts

## **FH MONDAY**

20 March 2017

Everspin Tips First System-Intel Rocks World with Smart apps in vehicles level MRAM Offering \$15B Mobileve Buv invite ransomware threat Intel and Mobileye dropped a Consumers upgrade their --MRAM chip supplier bombshell Monday (March 13) vehicles sans cyberthreat Everspin Technologies Inc. by announcing that the world's considerations. The very nature Wednesday (March 8) largest processor giant plans of a vehicle today has been introduced its first systemto spend roughly \$15 billion to altered by consumers who want a level product line, partly as a car to be like a smartphone, acquire Israel-based way to seed the stillexplained Davis. They demand Mobileve, the world's leader of developing market for higher cars with more functions and computer vision chips and density MRAM devices based features so they can run new algorithms for advanced driver applications albeit "without on spin-transfer-torque (ST) assistance systems and rigorous security assessment, technology. autonomous driving. read more read more read more FutureHorizons TALK TO US Telink Bluetooth Low Energy chip releases updated SDK for Apple Vodafone forced to merge HomeKit India unit amid price war **EVENTS** Silicon Chip Industry Telink Semiconductor, developer of highly integrated Vodafone has struck a deal to Seminar low power radio-frequency merge its Indian operations - 13 March 2017 - London UK and mixed signal system with local rival Idea Cellular to chips for Internet of Thinas create the country's largest Industry Forecast Briefing (IoT) applications, has mobile phone operator, valued announced that it is releasing - 19 September 2017 - London UK at more than \$23bn.The two companies on Monday updated version of its DON'T MISS OUT.-Bluetooth LE SDK for Apple confirmed the deal, which is BOOK NOW BY CALLING HomeKit. the second merger in the sector in as many months,.... +44 1732 740440 OR EMAIL read more read more mail@futurehorizons.com

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#### Smart Apps In Vehicles Invite Ransomware Threat

Consumers upgrade their vehicles sans cyberthreat considerations. The very nature of a vehicle today has been altered by consumers who want a car to be like a smartphone, explained Davis. They demand cars with more functions and features so they can run new applications albeit "without rigorous security assessment," Davis explained. Every time a smartphone app is integrated into vehicles, it's an open invitation for ransomware. The more apps in the vehicles, the more attack opportunities for hackers to play with. Cellular, Wi-Fi and Bluetooth network connectivity and their protocols can be all penetrated, said Davis.

Only a year ago, the FBI issued a public service announcement, together with the Department of Transportation and the National Highway Traffic and Safety Administration, warning drivers about the threat of over-the-internet attacks on cars and trucks.

#### **Everspin Tips First System-Level MRAM Offering**

SAN FRANCISCO--MRAM chip supplier Everspin Technologies Inc. Wednesday (March 8) introduced its first systemlevel product line, partly as a way to seed the still-developing market for higher density MRAM devices based on spintransfer-torque (ST) technology.

Everspin (Chandler, Ariz.) introduced a family of storage accelerators, nvNITRO, said to harness the power of ST-MRAM to deliver extremely fast read and write times with ultra-low latency. The company said initial nvNITRO accelerators will be available in capacities of a 1GB and 2GB, based on Everspin's 256Mb DDR3 ST-MRAM. Additional capacities from 4GB up to 16GB are expected to be available later in this year using Everspin's forthcoming 1 Gb DDR4 ST-MRAM.

"It's definitely a new avenue for us to get the technology into the marketplace in a different way," said Joe O'Hare, Everspin's director of product marketing, in an interview with EE Times. "That doesn't mean that we are backing off at all on supplying memory chips to the market. That's still our primary business.

#### Intel Rocks World With \$15B Mobileye Buy

PARIS – Intel and Mobileye dropped a bombshell Monday (March 13) by announcing that the world's largest processor giant plans to spend roughly \$15 billion to acquire Israel-based Mobileye, the world's leader of computer vision chips and algorithms for advanced driver assistance systems and autonomous driving.

Phil Magney, founder and principal advisor of technology advisory Vision Systems Intelligence, called the agreement "the biggest deal in the 'autonomous' space thus far." Intel, which has been buying its way into the automotive market in recent years, "now has a seat at the table," said Magney. When it comes to vision, "Mobileye is as good as it gets," he added.

In a letter to its employees, cosigned by Ziv Avriam, Mobileye's co-founder, president and CEO, and Amnon Shashua, co-founder, CTO and chairman, the two executives stressed, "The transaction is unique in the sense that instead of Mobileye being integrated into Intel, Intel's Automated Driving Group (ADG) will be integrated into Mobileye."

### Telink Bluetooth Low Energy Chip Releases Updated SDK For Apple Homekit, Providing Single Chip Solution With Built-In Security Key Authentication For Smart Home Devices

Shanghai, 10 March 2017 – Telink Semiconductor, developer of highly integrated low power radio-frequency and mixed signal system chips for Internet of Things (IoT) applications, has announced that it is releasing updated version of its Bluetooth LE SDK for Apple HomeKit. This means that any Apple HomeKit licensees can use Telink Semiconductor's SDK to develop products and accessories, based on a single chip solution that features built-in security key authentication.

HomeKit enables Apple devices tocommunicate with and control Internet of Things (IoT) connected devices in the home, such as smart locks, lights, HVAC (heating, ventilation and air conditioning) systems, and sensors, and more.

Apple HomeKit is unlike other platforms in that it doesn't need a central hub device, since the ecosystem is designed in a way that works around existing iOS devices, with iPad acting as the hub. Devices can communicate with each other with HomeKit being the interface that ties all the devices in the network together.

#### Vodafone Forced To Merge India Unit Amid Price War

Vodafone has struck a deal to merge its Indian operations with local rival Idea Cellular to create the country's largest mobile phone operator, valued at more than \$23bn.The two companies on Monday confirmed the deal, which is the second merger in the sector in as many months, as telecoms operators rush to respond to an aggressive foray into the industry by oil products group Reliance Industries.The industry consolidation is aimed at finding economies of scale after Reliance Jio ploughed \$25bn into a pan-national 4G data service, and announced tariffs well below prevailing rates as well as providing free services for six months.