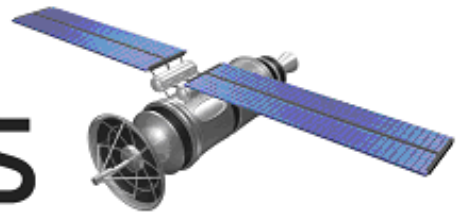


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The Global Semiconductor Industry Analysts

FH MONDAY

4 September 2017

MediaTek Rolls New Smartphone Chips

MediaTek, the second-ranked smartphone chip supplier after Qualcomm, is launching a pair of new SoCs for middle-tier handsets that the company expects to lead market growth as the high end loses momentum.

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Rambus Adds Security to RISC-V

SAN JOSE, Calif. – Startup SiFive announced a new program providing third-party intellectual property blocks for its RISC-V processors. Its first partnership is for security hardware from Rambus.

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Flash Memory Shortage Hits Smartphone Supply

Global smartphone sales posted an annual increase in the second quarter, but a limited supply of components such as flash memory are expected to impact the smartphone supply in the second half of the year,

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TALK TO US



Intel Probes Man-Machine 'Trust'

Acceptance of a self-driving car isn't just a question of trust versus control. Why should I want one? What values and benefits does it deliver? In hopes of playing a leadership role in the coming era of driverless cars, Intel is making a gutsy move.

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Silicon Development Taking on Larger Role in Europe

August is a good time for business in Europe, as activity doesn't start ramping up until September and the trade show cycle picks up again in the fall. Hires, fires, and mergers are done with a minimum of noise and disruption, as a lot of people are away from their desks.

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MediaTek Rolls New Smartphone Chips

TAIPEI — MediaTek, the second-ranked smartphone chip supplier after Qualcomm, is launching a pair of new SoCs for middle-tier handsets that the company expects to lead market growth as the high end loses momentum.

The focus for the MediaTek P23 and the P30 will be on dual-camera smartphones that narrow the gap separating mid-range smartphones from the high-end offerings of Apple and Samsung. Both of the octa-core MediaTek chips will deliver LTE carrier aggregation and performance up to 2.3 GHz.

As about a fifth of the world's 7.5 billion people now own a smartphone, and feature enhancements are slowing with each new generation, MediaTek is aiming at steadily increasing middle-class consumers in emerging markets like India and China. While smartphone sales are moving away from telecommunications carriers and entering retail channels, the company anticipates a shift in market preferences.

Rambus Adds Security to RISC-V

SAN JOSE, Calif. — Startup SiFive announced a new program providing third-party intellectual property blocks for its RISC-V processors. Its first partnership is for security hardware from Rambus.

Rambus will provide a crypto core optimized to connect to its IoT device management services and run on the SiFive Freedom chips. The Rambus core enables a secure connection, attestation and device monitoring, said Martin Scott, general manager of Rambus's security group.

The core is the first member of what SiFive calls DesignShare. "SiFive welcomes everybody to join DesignShare — Rambus is the first of many partners we will be announcing soon," said Jack Kang, vice president of product and business development at the startup.

Flash Memory Shortage Hits Smartphone Supply

SAN FRANCISCO — Global smartphone sales posted an annual increase in the second quarter, but a limited supply of components such as flash memory are expected to impact the smartphone supply in the second half of the year, according to market research Gartner Inc.

Anshul Gupta, research director at Gartner, said rising costs and reduced availability for NAND flash and OLED displays will affect premium smartphone sales in the remainder of the year.

"We've already seen Huawei's P10 suffer from a flash memory shortage, and smaller, traditional brands, such as HTC, LG and Sony, are stuck between aggressive Chinese brands and the dominating market shares of Samsung and Apple in the premium smartphone segment," Gupta said.

Intel Probes Man-Machine 'Trust'

Acceptance of a self-driving car isn't just a question of trust versus control. Why should I want one? What values and benefits does it deliver?

In hopes of playing a leadership role in the coming era of driverless cars, Intel is making a gutsy move. The chip giant is initiating qualitative studies toward solving the eternal human-machine quandary: Can you ever trust a machine?

And if so, would the machine have to look like Darryl Hannah?

Intel recently conducted a qualitative study with 10 volunteers with no previous exposure to driverless cars. The subjects were invited to the company's Chandler, Arizona, campus. Test proctors asked them to ride in a driverless test car and offer feedback on the experience. Although admitting the sample was small, Intel cheerfully shared with reporters some of the nuggets — and a few surprises — that emerged from the study. Intel reps told us that they hope to verify the results in a series of larger tests to be conducted in different geographical regions.

Silicon Development Taking on Larger Role in Europe

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Hires, fires, and mergers are done with a minimum of noise and disruption, as a lot of people are away from their desks.

For example, Sondrel (www.sondrel.com), a system-to-silicon IC consultancy, created some buzz saying it would be hiring as many as 100 new electronic engineers in Europe — an investment of as much as ten million euros (about \$12 million) — over the next three years to fuel the company's aggressive expansion. Recently the company also bought IGMWorks from Imagination Technologies to perform system-on-chip design and software integration support. The acquisition made Sondrel the largest company in Europe of its type, and these hires will fill out the roster