



Mike Lehnert

Analog Mixed Signal Foundry – Today & Tomorrow

During this session we will review the challenges and benefits that present themselves to both the suppliers and customers involved in the Analog Mixed Signal Integrated Circuit “cradle to grave” supply chain, focusing on both tangible (cost, time to market etc.) and less tangible (IP protection, service & support etc.) items.

By the end of the session, we will conclude that the analog mixed signal market is sufficiently large and diversified to support both the “super-foundries”, based primarily in the Far East and the more flexible “specialised foundries”, which service the different market areas in their own unique ways, satisfying the particular requirements of a global customer base.