

# FutureHorizons



The Global Semiconductor Industry Analysts

## FH MONDAY

27 July 2015

### Intel Chief Raises Doubts Over Moore's Law

Intel's chief executive has warned that Moore's Law, the prediction made by its co-founder that computing power would double every two years, has finally begun to slow and may never return to the rhythm that has underpinned advances in the tech industry for half a century

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### Renesas Electronics

Renesas Electronics Delivers Extended Life For Connected Devices With Intelligent Bluetooth® Smart Microcontrollers

Renesas Electronics America, a premier provider of advanced semiconductor solutions, is helping designers extend battery life and accelerate time to market...

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### Apple: Still On Top

Apple missed analysts' estimates in its June quarters of 2012 and 2013. Three years ago investors — and customers — were waiting nervously for the next iPhone. Two years ago the company's sales in China, its most important growth market, fell. Those were things worth worrying about.

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### TALK TO US



### European Tech: In Silicon Valley's Shadow

Ambarish Mitra remembers the phone call well. The voice at the other end — from a US company he refuses to identify — invited him to fly across the Atlantic to discuss a \$1.5bn deal to buy Blippar, his three-year-old start-up.

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## EVENTS

### [Silicon Chip Industry Seminar](#)

– 21<sup>st</sup> Sept 2015 – London UK

### [Industry Forecast Briefing](#)

– 24<sup>th</sup> Sept 2015 – London UK

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Be sure to come back to check out the next edition on Monday 3<sup>rd</sup> August.

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### ***Intel Chief Raises Doubts Over Moore's Law***

Intel's chief executive has warned that Moore's Law, the prediction made by its co-founder that computing power would double every two years, has finally begun to slow and may never return to the rhythm that has underpinned advances in the tech industry for half a century. Brian Krzanich told analysts on a conference call after publishing better than expected second-quarter earnings that while Intel's enduring pace of innovation has "disproved the death of Moore's Law many times over", the time between each new generation of microprocessor has widened.

### ***Renesas Electronics Delivers Extended Life For Connected Devices With Intelligent Bluetooth® Smart Microcontrollers***

ANTA CLARA, Calif.--(BUSINESS WIRE)--Renesas Electronics America, a premier provider of advanced semiconductor solutions, is helping designers extend battery life and accelerate time to market for connected healthcare, wearables and other connected portable applications, with the RL78/G1D Group of microcontrollers (MCUs) – a new Intelligent wireless solution that supports the Bluetooth® Smart 4.1 specification. The highly integrated RL78/G1D MCUs combine low-power Bluetooth® transceiver technology with Renesas' ultra-low power RL78 MCUs to deliver a powerful, energy-efficient wireless solution for a range of connected medical, consumer, and industrial applications.

"It is an exciting and challenging time in what is really the infancy of the IoT ecosystem, and designers require flexible, powerful yet power-efficient embedded solutions to match the evolving standards and application needs," said Vin D'Agostino, Vice President of the General Purpose Products Business Unit, Renesas Electronics America. "The RL78/G1D devices were developed with this in mind, leveraging our industry-leading low-power technology, adaptable RF capabilities, and MCU design expertise to help customers bring their wireless applications to market efficiently, easily, and cost effectively."

### ***Apple: Still On Top***

Apple missed analysts' estimates in its June quarters of 2012 and 2013. Three years ago investors — and customers — were waiting nervously for the next iPhone. Two years ago the company's sales in China, its most important growth market, fell. Those were things worth worrying about.

On Tuesday, Apple's stock suffered a more serious adverse reaction than on either of those darker July afternoons, falling more than 7 per cent. Profits and revenues beat consensus estimates. This time the worries are iPhone shipments that were a sliver below expectations and a slightly weaker-than-expected revenue target for the September quarter.

Some investor wobble is to be expected. They own a different company than the Apple of two years ago, and their expectations are higher. The stock has doubled since then even after Tuesday's sell-off. Tim Cook is firmly entrenched as chief executive.

### ***European Tech: In Silicon Valley's Shadow***

Ambarish Mitra remembers the phone call well. The voice at the other end — from a US company he refuses to identify — invited him to fly across the Atlantic to discuss a \$1.5bn deal to buy Blippar, his three-year-old start-up.

The conversation only lasted a few minutes. Mr. Mitra gave it some thought, and then turned the deal down. A year later, the Blippar founder and chief executive says he has not had second thoughts about keeping his London-based business independent.

"We did the right thing," says Mr. Mitra, 36. "An entrepreneur always knows when to sell their company. You know you're on a high, you can see all the internal data and economic indices. We believe we're going to be one of the biggest businesses in the world."

Such brazen confidence is a hallmark of Silicon Valley: Facebook chief executive Mark Zuckerberg dismissed several multibillion-dollar takeovers, and Snapchat founder Evan Spiegel rejected a \$3bn buyout from Facebook in 2013. Their decisions to stay independent were made easier by cash from venture capitalists eager to bankroll their fast-growing businesses.