

FutureHorizons



The Global Semiconductor Industry Analysts

FH MONDAY

1 October 2018

Startup's AI Chip Beats GPU

SAN JOSE, Calif. — A startup with ties to Amazon is sampling a 16-nm chip mainly targeted for data centers that it claims handily beats CPUs and GPUs for deep-learning inference jobs.

[read more](#)

Leti, VSORA Show 5G NR Air Interface on Multi-Core DSP

French research institute Leti and digital signal processing startup VSORA say that they have successfully demonstrated the implementation of 5G New Radio (5G NR) Release 15 on a multi-core DSP architecture.

[read more](#)

Wearables Market Hits Speed Bump

Growth in wearable electronic device shipments is expected to slip below 10% for the first time in 2018 before returning to double-digit percentages each year from 2019 to 2022, according to market research firm IDC.

[read more](#)

FutureHorizons

TALK TO US



Apple, Samsung Hunt Elusive MicroLED

TOKYO — The Apple Watch Series 4 surprised observers at Apple's annual iPhone event last week by stealing the show from the latest iPhone generation.

[read more](#)

EVENTS

[Silicon Chip Industry Seminar](#)

– 12 Nov 2018 – London UK

[Industry Forecast Briefing](#)

– January 2018 – London UK

**DON'T MISS OUT.-
BOOK NOW BY
CALLING**

+44 1732 740440

OR EMAIL

mail@futurehorizons.com

Arm Targets Next-Level Autonomy Safety

Arm unveiled Wednesday a new program called "Arm Safety Ready" for its ecosystem partners, and an upgraded processing core called Cortex-A76AE — integrated with split-lock safety features — for SoC designers. Both respond directly to the clamor for greater safety in the era of Advanced Driver Assistance Systems (ADAS) and autonomous driving.

[read more](#)

Future Horizons Ltd, 11 Bonhill Road, Edinburgh, North West 3UE • England

Tel: +44 1732 740440 • Fax: +44 1732 740442

e-mail: mail@futurehorizons.com • <http://www.futurehorizons.com/>

Affiliates in Europe, India, Israel, Japan, Russian, San Jose California, USA

Startup's AI Chip Beats GPU

SAN JOSE, Calif. — A startup with ties to Amazon is sampling a 16-nm chip mainly targeted for data centers that it claims handily beats CPUs and GPUs for deep-learning inference jobs. Habana is raising funds to support its production and a roadmap that includes a 16-nm training chip sampling next year as well as follow-on 7-nm products.

The startup is the latest to join a frothy AI sector of as many as 50 companies with some form of machine-learning accelerator. To date, big data centers driving the technology typically run their workloads on the large banks of CPUs and GPUs that they maintain.

The startup's founders worked together at Prime Sense, which spawned depth-sensing technology that made its way into Microsoft's Kinect and Apple's iPhone X. Over their career, the team has worked a total of 20 DSPs.

Leti, VSORA Show 5G NR Air Interface on Multi-Core DSP

LONDON — French research institute Leti and digital signal processing startup VSORA say that they have successfully demonstrated the implementation of 5G New Radio (5G NR) Release 15 on a multi-core DSP architecture.

Defined by the 3rd Generation Partnership Project (3GPP), 5G NR is the air interface, or wireless communication link, for the next generation of cellular networks. 3GPP Release 15 of the 5G system architecture, finalized in June 2018, provides the set of features and functionality needed for deploying a commercially operational 5G system.

This first implementation of 5G NR Release 15 physical layer on VSORA's multi-core DSP demonstrates that it can address timely and complex systems like 5G NR while providing a highly flexible software-defined development flow.

Wearables Market Hits Speed Bump

SAN FRANCISCO — Growth in wearable electronic device shipments is expected to slip below 10% for the first time in 2018 before returning to double-digit percentages each year from 2019 to 2022, according to market research firm IDC.

IDC (Framingham, Mass.) forecasts that shipments of wearables — including smart watches, wristbands, earwear and other devices — grow to 122.6 million units this year, up 6.2% from 115.4 million units last year. IDC blamed the lower growth on continued softness in sales of basic wearables — devices that do not run third-party applications.

"The slowdown in the worldwide wearables market is a sign that this is a market in transition instead of a market in slowdown," said Ramon T. Llamas, research director for IDC's Wearables team, in a press statement.

Apple, Samsung Hunt Elusive MicroLED

TOKYO — The Apple Watch Series 4 surprised observers at Apple's annual iPhone event last week by stealing the show from the latest iPhone generation. With rounded corners, a larger display, and built-in EKG scanner, the new Apple watch was billed in some media reports as "the most sought-after gadget in the aftermath of Apple's fall hardware refresh."

Patrick Moorhead, founder and president of Moor Insights & Strategy, said, "With Watch Series 4, Apple continued its differentiated approach of creating a 'computer on the wrist' that runs real apps, not just applets." He called the Series 4's 30% bigger viewable image area as key to new uses. He added that users might prefer to "rely more on their Watch than their iPhones."

Arm Targets Next-Level Autonomy Safety

TOKYO — Arm unveiled Wednesday a new program called "Arm Safety Ready" for its ecosystem partners, and an upgraded processing core called Cortex-A76AE — integrated with split-lock safety features — for SoC designers. Both respond directly to the clamor for greater safety in the era of Advanced Driver Assistance Systems (ADAS) and autonomous driving.

Asked about the biggest challenges facing the automotive industry today, Lakshmi Mandyam, vice president of the embedded and automotive business at Arm, told EE Times in a phone interview: "a simpler and easier way to implement safety," and "a scalable platform requirement."

Calling ADAS "a foundation of autonomy," Mandyam noted that Arm is "leading the charge for safety" by creating an easier path for both system developers and chip designers to execute and advance the safety of highly automated vehicles.