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The Global Semiconductor Industry Analysts

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Electronics Firm Acquired By Industry Giant

A Plymouth-based electronics company has been acquired by global electronics manufacturer Motortronics. Fairford Electronics, which has its design and production facilities in the Lee Mill Industrial Estate, Ivybridge, provides low voltage soft starter motors which complement Motortronics' own range of medium voltage solid state motor

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Ailing HTC Dials out of Indian Mobile Market

Taiwanese smartphone maker, HTC is exiting the Indian market, becoming the first major casualty of the Chinese invasion of Indian smartphone market. HTC India's top management, including country head Faisal Siddiqui, sales head Vijay Balachandran and product head R Nayyar, have put in their papers according to a report in The Economic Times.

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Intel and Micron to Pursue Own 3D XPoint Paths

SAN FRANCISCO — U.S. chipmakers Intel and Micron Technology have agreed to pull the plug on their 3D XPoint joint development program after completing the second generation of the non-volatile memory in the first half of next year.

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TALK TO US



STMicroelectronics Take Control of Danish GUI Firm

STMicroelectronics has acquired software specialist Draupner Graphics of Denmark, a developer and supplier of a software framework enabling graphics and animations for embedded graphical user interfaces (GUIs) on 32-bit embedded microcontroller units. Terms of the transaction were not disclosed.

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Maxim and Qualcomm in Infotainment Cooperation

Maxim Integrated Products, Inc. (NASDAQ: MXIM) today announced that select products from its portfolio work with solutions by Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, to help carmakers and tier-1 suppliers integrate Maxim's Automotive Safety Integrity Level (ASIL) solutions using the Qualcomm® Snapdragon™ 820 Automotive Platform for infotainment applications

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Electronics Firm Acquired By Industry Giant

A Plymouth-based electronics company has been acquired by global electronics manufacturer Motortronics.

Fairford Electronics, which has its design and production facilities in the Lee Mill Industrial Estate, Ivybridge, provides low voltage soft starter motors which complement Motortronics' own range of medium voltage solid state motors.

The corporate finance team at Thomas Westcott acted for Motortronics.

Alison Watts, who heads the corporate finance team, said: "Fairford, which has been trading since the late '70s, has an outstanding reputation both here in the UK and worldwide and are an excellent fit for Motortronics, itself a global leader in the sector.

Ailing HTC Dials Out Of Indian Mobile Market

BENGALURU — Taiwanese smartphone maker, HTC is exiting the Indian market, becoming the first major casualty of the Chinese invasion of Indian smartphone market.

HTC India's top management, including country head Faisal Siddiqui, sales head Vijay Balachandran and product head R Nayyar, have put in their papers according to a report in The Economic Times.

The company has asked its 70-80 member team to leave with a few exceptions such as chief financial officer Rajeev Tayal. It is also snapping all distribution agreements in the country after halting local manufacturing for almost a year now, they said.

Intel And Micron To Pursue Own 3D Xpoint Paths

SAN FRANCISCO — U.S. chipmakers Intel and Micron Technology have agreed to pull the plug on their 3D XPoint joint development program after completing the second generation of the non-volatile memory in the first half of next year.

The companies said they would continue to develop 3D XPoint technology independently. They said they would continue to manufacture memory based on 3D XPoint technology at the Intel-Micron Flash Technologies (IMFT) facility in Lehi, Utah.

Intel and Micron, longtime collaborators, announced earlier this year that they would also wind down their 3D NAND joint development program after completing development of their third generation of 3D NAND later this year or early next year.

STMicroelectronics Take Control Of Danish GUI Firm

LONDON — STMicroelectronics has acquired software specialist Draupner Graphics of Denmark, a developer and supplier of a software framework enabling graphics and animations for embedded graphical user interfaces (GUIs) on 32-bit embedded microcontroller units. Terms of the transaction were not disclosed.

Draupner Graphics' TouchGFX technology is a software framework written in C++, enabling development of embedded GUIs with high-end graphics on energy-efficient hardware. It optimizes the utilization of small hardware platforms, such as the Arm Cortex M-range microcontrollers, resulting in fast image updates with low MCU load (typically less than 15%). Its designer tool features a drag-and-drop GUI builder to help developers and designers quickly create a fully functional prototype from early design sketches.

Maxim And Qualcomm In Infotainment Cooperation

San Jose, CA—July 10, 2018—Maxim Integrated Products, Inc. (NASDAQ: MXIM) today announced that select products from its portfolio work with solutions by Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, to help carmakers and tier-1 suppliers integrate Maxim's Automotive Safety Integrity Level (ASIL) solutions using the Qualcomm® Snapdragon™ 820 Automotive Platform for infotainment applications. Maxim's high-performance solutions are designed to provide the necessary building blocks for next-generation vehicles.

Maxim's advanced ASIL-rated power management, USB charging, next-generation gigabit multimedia serial link (GMSL) serializer and deserializer (SerDes), remote tuner, and software-defined radio (SDR) technologies are optimized to work with the Snapdragon 820 Automotive Platform. As a result, automakers can now achieve a scalable, comprehensive development platform while also addressing needs of high-performance automotive infotainment systems.