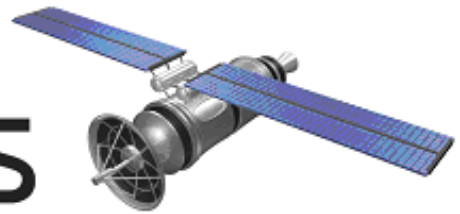


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The Global Semiconductor Industry Analysts

FH MONDAY

2 May 2016

128Mbyte NOR Flash memory targets car

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TALK TO US



Cypress buys Broadcom's 3,716 crore IoT business

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Smartphone domination spells digital camera demise

According to a recent study from ASSOCHAM, sales of digital cameras with heavy discounts have considerably plunged to a mere 35 per cent in the last year while the demand for smartphones has risen by more than 120 per cent.

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128Mbyte NOR Flash Memory Targets Car, Industrial Apps

LAPIS Semiconductor, a ROHM Group company, has unveiled a 128Mbyte NOR Flash memory aimed at data storage in automotive and industrial systems.

The MR29V12852B claims to be the industry's first NOR Flash memory to incorporate error correcting code circuit and output drivability adjustment circuits that prevent radiation noise on the board. In addition, compatibility with competitor products makes it easy to implement data error countermeasures by simply replacing existing memory without requiring system modifications, reducing costs while ensuring stable operation.

Until now, integrating bit error correction functionality involved adding an error correcting code circuit and parity memory to conventional memory. However, the MR29V12852B incorporates an error correcting code circuit and parity Flash memory that provide bit error correction functionality. This eliminates the need for additional components, while compatibility with existing NOR Flash memory makes replacement easy without requiring system modification.

Telco Concept Digitises Living Cell Data On Microfluidic Chip

Georgia Institute of Technology researchers have used the principle done by telecommunication networks to track cells being sorted on microfluidic chips. In a nutshell, phone calls and text messages are able to find you wherever you are through the use of a unique identifying number on the network.

The technique uses a simple circuit pattern with just three electrodes to assign a unique 7bit digital identification number to each cell passing through the channels on the microfluidic chip. The technique also captures information about the sizes of the cells, and how fast they are moving. That identification and information could allow automated counting and analysis of the cells being sorted.

Intel Cuts ATOM Chips, Exits Mobile Industry

Intel cancels its smartphone and tablet mobile SoC business by ending its struggling Atom chip product line at the wake of its massive restructuring plan announced in April. The discontinued products include SoFIA, Broxton and Cherry Trail.

As Intel CEO Brian Krzanich explained in his latest blog, the chip giant's focus is now squarely on "Cloud, IoT, memory/programmable solutions, 5G and Moore's Law."

Out are mobile SoCs.

Intel is shifting resources previously directed towards SoFIA/Broxton to "products that deliver higher returns and advance our strategy," according to a company spokeswoman.

Cypress Buys Broadcom's 3,716 Crore IoT Business

Last Thursday (April 28) saw the announcement of Cypress Semiconductors' plan to acquire Broadcom Corp.'s Wireless Internet of Things (IoT) business for ₹3,716 crore (\$550 million). Under the terms of the definitive agreement, the deal entails Cypress' acquisition of Broadcom's Wi-Fi, Bluetooth and Zigbee IoT product lines, along with its intellectual property. The deal also includes Broadcom's WICED brand and developer ecosystem.

Cypress President and CEO T.J. Rodgers, who announced Thursday he would step down from the top job at the chip vendor he founded 34 years ago, said through a statement that the combination of Cypress's PSoC system-on-chip technology and Broadcom's IoT business would make Cypress a force in IoT and open up new markets for the company.

Smartphone Domination Spells Digital Camera Demise

According to a recent study from ASSOCHAM, sales of digital cameras with heavy discounts have considerably plunged to a mere 35 per cent in the last year while the demand for smartphones has risen by more than 120 per cent. In addition, smartphone sales almost more than doubled from 44 million units in 2013 to 100 million units in 2016. The volume of smartphone sales is forecasted to hit 165 million units by 2017, the study indicated.

The affordable smartphone segment accounts for 78 per cent of all smartphone sales equipped with almost similar features as cameras in the same price range, and thus the craze of digital cameras have almost vanished, said D S Rawat, secretary general, ASSOCHAM.