

Changing Dynamics in Semiconductor Industry



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Chip Industry Till Now



Technology Driven Volume Game



Application Driven Variety Game

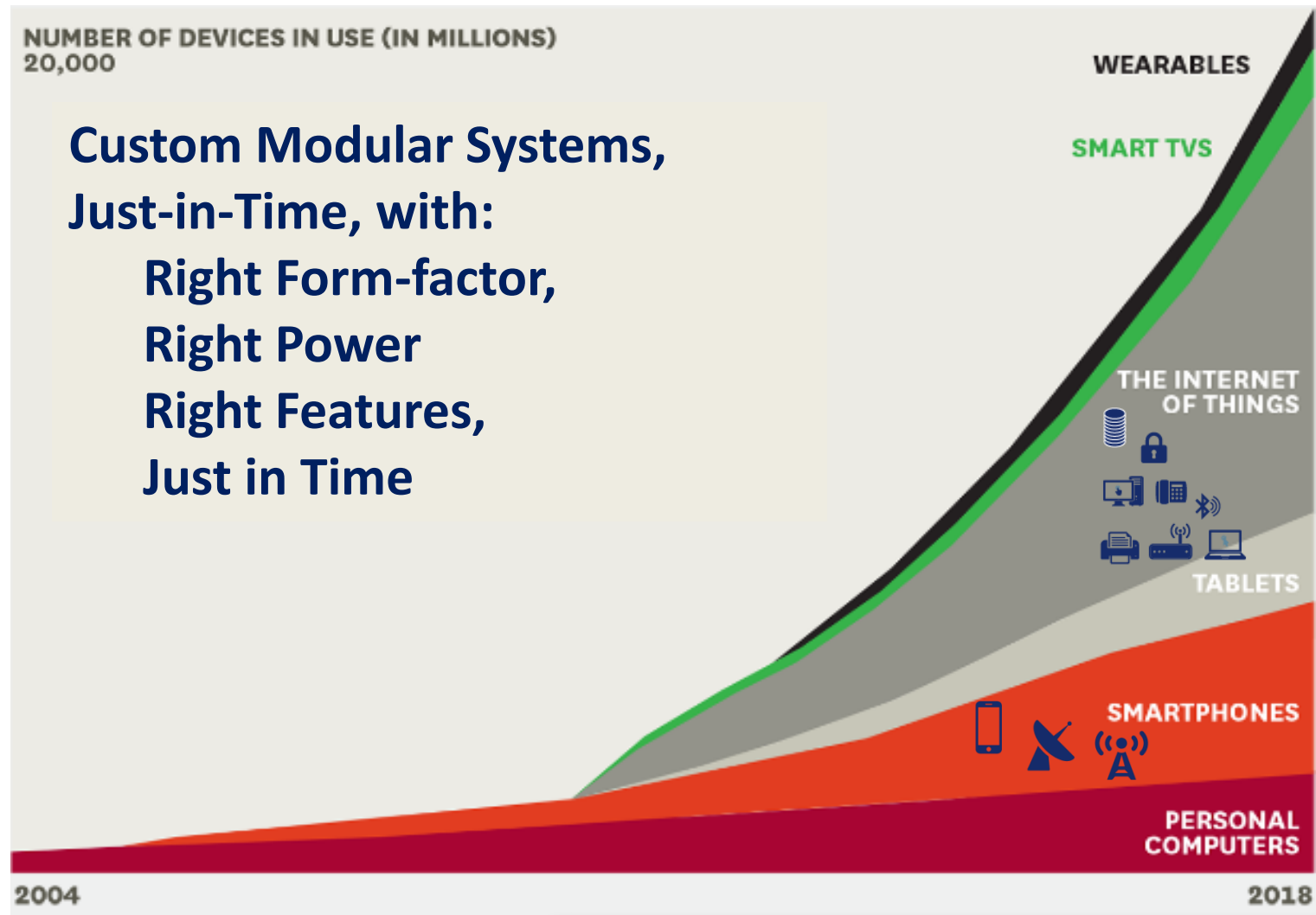




- Maturing Industry
 - Increased Outsourcing – with increased project complexity
 - Just-in-Time methodology
 - Emergence of industry standards
 - Increased Competition & Consolidation
 - Highly Cost Sensitive – Increase in reuse
 - Innovation in packaging/manufacturing
- Trends
 - Tightly Knit Partnership model
 - Blurring lines between IP/Sub-Subsystem/Hardware/Software
 - Geographic concentration of design & manufacturing
 - Newer application areas deep learning, data center networking



Variety Explosion

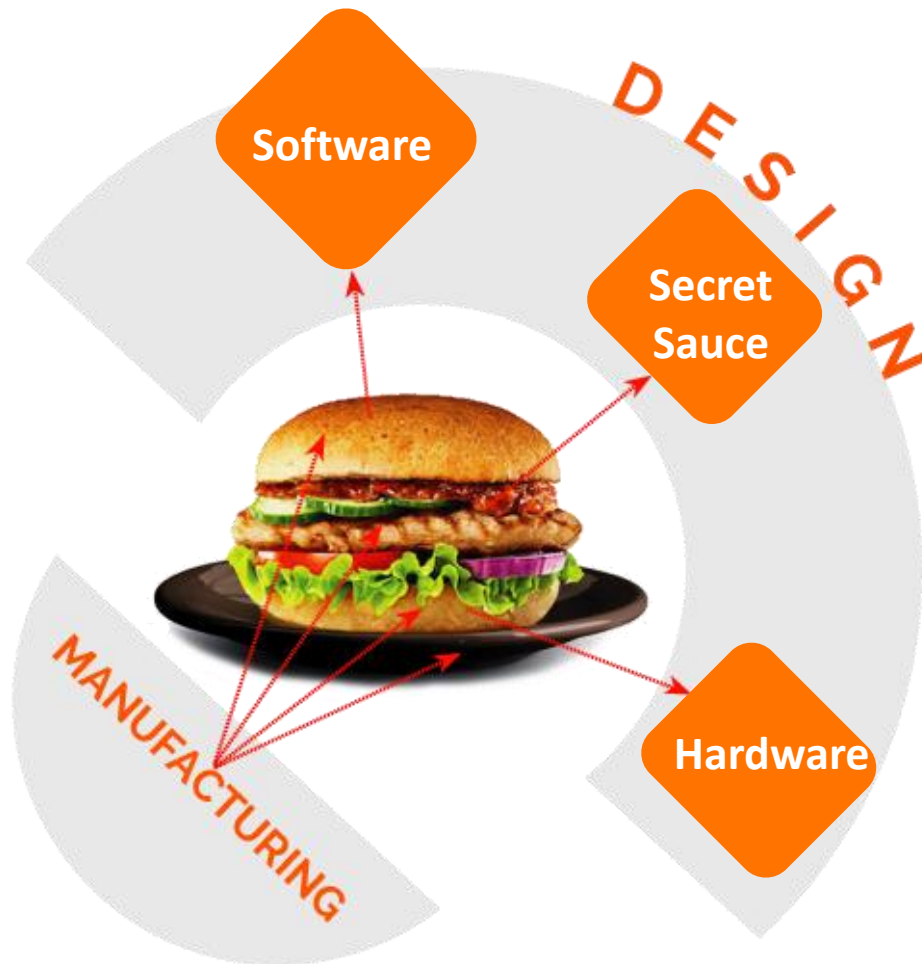


Source: <https://hbr.org/2014/11/digital-ubiquity-how-connections-sensors-and-data-are-revolutionizing-business>

EXPLOSION IN INTER-CONNECTED SYSTEMS



Boundaries in Technology?



**All
Intertwined**

Software & Hardware, Design & Manufacturing, Products & Services



Boundaries in Technology?



ASOC Ecosystem



Application Specific System (mostly) on a Chip (ASOC)

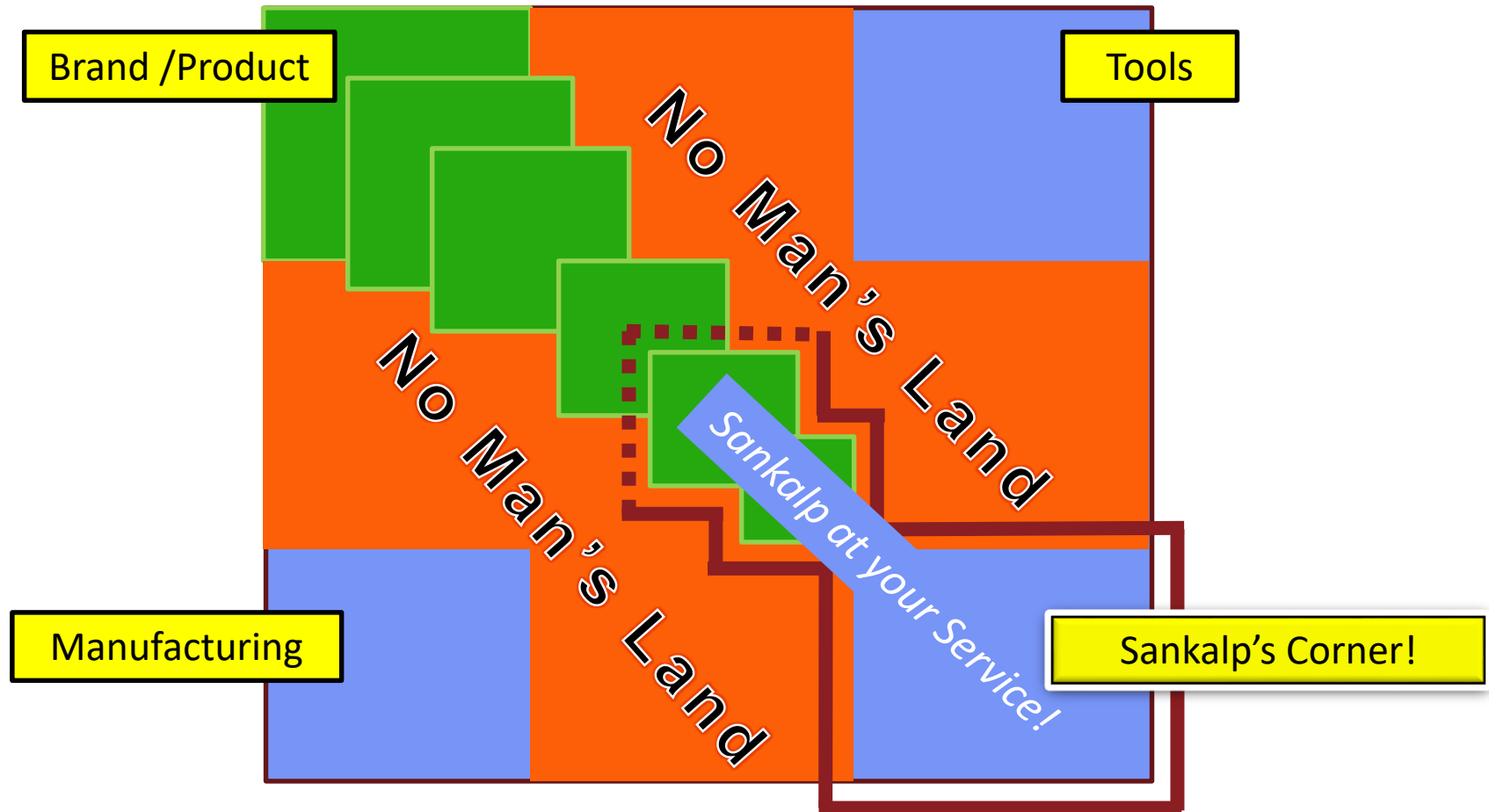
Multiple Choices for Sub-systems and system Integrators

ANY ONE CAN MAKE AN ASOC



Semiconductor Landscape → Looking forward

Organized world: Huge stack of systems – sub systems



ASoC Realization Services

Analog & Mixed Signal

Custom Layout

Pre & Post Silicon

Design & Verification

IP Choice™

SoC Implementation

Your One-Stop
Chip Services
Partner



谢谢你

Thank You

