

emFlash Memory Markets: 2006-2013
The Markets for Embedded Flash Memory

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Web-Feet Research, Inc.

Key Findings

Embedded memory technologies have become a key enabler for systems requiring higher performance, lower power consumption, very small physical volumes, as well as mobility. Specifically, embedded Flash (emFlash) and embedded nonvolatile memories (emNVM) make high performance mobile terminals possible. They also enable most economic system solutions for devices and applications in the newly emerging mobility market segment.

emFlash is currently integrated in a wide range of semiconductor components, both microcontrollers (4 bit, 8 bit, 16 bit, 32 bit) and DSP. Only a small part of the programmable logic (gate arrays, standard cells and field programmable logic) is currently equipped with emFlash.

The transition from 4-bit MCUs to 8-bit and above MCUs will continue resulting in a decline in 4-bit MCUs during the forecast period. In 2007, the revenues for 32-bit MCUs exceeded that of 16-bit MCUs for the first time, driven by smart cards including banking smart cards and government ID cards and documents, including electronic passports and health cards. MCUs will continue to account for the bulk of emFlash components with DSPs and PLDs taking up a lesser proportion.

MCUs with emFlash are expected to increase at a faster rate than the overall MCU market due to the ability to update code as software complexity increases. This allows vendors to employ product platforms in which firmware can be tailored to target specific applications. Increasing multimedia content in cellphones will fuel the adoption of emFlash in SIM/IC card applications.

Overall, the emFlash penetration rate is expected to increase from 20.2% in 2006 to 26.7% in 2013, however, the penetration rate increase in the MCU segment is even more dramatic – from 44.8% in 2006 to 61.8% in 2013.

Analysis and Reporting Methodology

The report analyzes the potential of the emFlash applications and markets in conjunction with the underlying technologies and infrastructure. It also assesses future developments of the emFlash industry and quantifies the different aspects of market growth from 2006 through 2013. In addition, it takes into consideration the major macroeconomic changes underway, as well as the impact these changes will have on the emFlash industry during the forecast period.

Because of the growing complexity and scope of the emFlash industry, there is a need to put the qualitative and quantitative development aspects into a broader perspective. Therefore, this report also takes into consideration political, economic, social and broad technological trends.

Relevant primary data and information were collected from discussions with industry and company representatives. Secondary data and information have been obtained from public sources, such as company documents, press releases, annual reports and industry statistics, as well as from the existing Web-Feet Research database. Historic data have been crosschecked and correlated with industry statistics. Forecast data and their interpretation are based on analyses and assessments of Web-Feet Research.

The report is organized on two logic levels, which are not physically separated. One level describes the development trends of relevant technologies, standards and systems. It also takes into consideration how macroeconomic factors impact these trends. The resulting information is used to create models and assumptions for the analyzed markets. The other level forecasts the qualitative and quantitative development of the markets through 2013, by using the collected data and by factoring in the created models and assumptions. The understanding of the models and assumptions also helps the reader to adjust the forecast whenever the market environment and development trends modify the assumptions.

Whenever information and data were not provided or were not possible to obtain due to confidentiality concerns, an estimate of the total market has been developed. The estimates have been done by developing the identity and the character of the surveyed market segment. Additionally, use was made of a surrogate development model applicable to known similar market segments, in correlation with specific market drivers, accelerators and inhibitors.

Table of Contents

Structure	iii	6 An Economic and Business Strategy	
Table of Contents	iv	Perspective on emFlash Technologies	19
List of Figures	vii	6.1 <i>emFlash Economics</i>	19
List of Tables	xi	6.1.1 System Economics	19
List of Appendices	xiii	6.1.2 Technology Economics	20
1 Key Observations and Conclusions	1	6.2 <i>emFlash-Driven Business Strategy</i>	20
1.1 <i>Markets and Applications</i>	1	6.2.1 Memory Commodization Track	21
1.2 <i>emFlash Technologies</i>	1	6.2.2 Memory De-Commodization Track	21
1.3 <i>Industry Players</i>	2	6.2.3 Assessment of Business Strategy	
2 emFlash Market Summary	3	Options	22
2.1 <i>Electronic Devices with emFlash</i>	3	7 emFlash Applications and Markets	23
2.1 <i>Components</i>	3	7.1 <i>Consumer Market</i>	23
2.2 <i>Components (MCU, DSP,</i>	4	7.1.1 Radios	28
2.2 <i>Programmable Logic)</i>	4	7.1.2 MP3	30
2.3 <i>Components with emFlash</i>	6	7.1.3 TV Sets	32
2.4 <i>emFlash Bytes Evolution</i>	8	7.1.4 Set Top Boxes	34
2.5 <i>Total emFlash Valuation</i>	9	7.1.5 Home Video Gateways	36
3 Research Methodology, Formulae,	11	7.1.6 Cameras	38
Technical Notes	11	7.1.7 Camcorders	40
3.1 <i>Research Methodology</i>	11	7.1.8 Game Terminals	42
3.2 <i>Formulae</i>	11	7.1.9 Smart Toys	44
3.3 <i>Data Notes</i>	12	7.1.10 Miscellaneous Consumer	
4 Objectives and Scope; Analysis	13	Applications	46
Methodology; Underlying Assumptions	13	7.2 <i>Total Data Processing Market</i>	47
4.1 <i>Objectives and Scope</i>	13	7.2.1 Notebooks	51
4.2 <i>Analysis Methodology</i>	13	7.2.2 Tablets/Pads	53
4.2.1 <i>emFlash Valuation Logic</i>	14	7.2.3 Hard Disk Drives (HDD)	55
4.2.2 <i>emFlash Value Assumptions</i>	14		
5 A Market Perspective on emFlash-based	16		
Components	16		

7.2.4 Optical Disk Drive (ODD)	57	7.6.2 Avionics/Space	113
7.2.5 Personal Digital Assistant (PDA)	59	7.6.3 Miscellaneous Government Applications	115
7.2.6 Miscellaneous Data Processing Applications	61	8 Geographic Segmentation of emFlash Demand	116
7.3 Total Communications Market	61	8.1 World	116
7.3.1 Modems	66	8.1.1 Americas	118
7.3.2 Cell Phones	68	8.1.2 Europe	120
7.3.3 Pagers	71	8.1.3 Japan	123
7.3.4 Miscellaneous Communications Applications	73	8.1.4 Asia-Pacific	125
7.4 Total Transportation Market	73	9 emFlash Wafer Demand	128
7.4.1 Auto Electronics	78	10 emFlash Market Players	132
7.4.2 Global Positioning Systems (GPS)	81	10.1 Analog Devices	132
7.4.3 Miscellaneous Transportation Applications	82	10.2 Actel	132
7.5 Total Industrial, Medical and Trans-Segment Applications	83	10.3 Altera	132
7.5.1 Utility Metering	87	10.4 AMI Semiconductor	132
7.5.2 Portable Measurement	89	10.5 Atmel	132
7.5.3 Sensor Calibration	91	10.6 CMX	133
7.5.4 Motor Control	93	10.7 Credence	133
7.5.5 Power Management	95	10.8 Cyan Technology	133
7.5.6 CAN-based Communication Nodes	97	10.9 Cypress	133
7.5.7 Medical Monitoring	99	10.10 Denali Software	133
7.5.8 Bluetooth Modules	101	10.11 EM Microelectronic Marin	133
7.5.9 Remote Keyless Entry (RKE)	103	10.12 Freescale Semiconductor	133
7.5.10 Smart Cards	105	10.13 Fujitsu	134
7.5.11 Miscellaneous Industrial/Medical Applications	107	10.14 IMEC	134
7.6 Total Government Market	107	10.15 Infineon	134
7.6.1 Military	112	10.16 Integrated Silicon Solution	134
		10.17 LSI Logic	134
		10.18 Macronix	134
		10.19 MagnaChip Semiconductor	134
		10.20 Matsushita	135

<i>10.21 Maxim</i>	<i>135</i>	<i>10.36 Synopsys</i>	<i>137</i>
<i>10.22 Mentor Graphics</i>	<i>135</i>	<i>10.37 Texas Instruments</i>	<i>137</i>
<i>10.23 Microchip Technology</i>	<i>135</i>	<i>10.38 Toshiba</i>	<i>138</i>
<i>10.24 National Semiconductor</i>	<i>135</i>	<i>10.39 Tower Semiconductor</i>	<i>138</i>
<i>10.25 NEC</i>	<i>136</i>	<i>10.40 TSMC</i>	<i>138</i>
<i>10.26 OKI</i>	<i>136</i>	<i>10.41 Ubicom</i>	<i>138</i>
<i>10.27 NXP Semiconductor</i>	<i>136</i>	<i>10.42 UMC</i>	<i>138</i>
<i>10.28 Ramtron</i>	<i>136</i>	<i>10.43 Vanguard</i>	<i>138</i>
<i>10.29 Renesas</i>	<i>136</i>	<i>10.44 Verigy</i>	<i>138</i>
<i>10.30 Samsung</i>	<i>136</i>	<i>10.45 Virage Logic</i>	<i>138</i>
<i>10.31 Sanyo</i>	<i>136</i>	<i>10.46 Winbond</i>	<i>138</i>
<i>10.32 Silicon Laboratories</i>	<i>136</i>	<i>10.47 Xilinx</i>	<i>139</i>
<i>10.33 Silicon Storage Technology</i>	<i>137</i>	<i>10.48 Zilog</i>	<i>139</i>
<i>10.34 Spansion</i>	<i>137</i>	11 Appendices	140
<i>10.35 ST Microelectronics</i>	<i>137</i>	12 About Web-Feet Research	145

About Web-Feet Research

Web-Feet Research, located in Monterey, California, provides market research, analysis, and consulting services for the electronics and semiconductor industries; focusing on the non-volatile memory and storage markets with an emphasis on Flash memory, SSDs and small form factor hard drives.

The company has significant expertise and experience in the areas of communications, computers and consumer electronics applications, as well as in identification, definition, design and marketing of standard and application specific semiconductor components. In addition to the syndicated market analysis reports, our analysts and consultants have worked on a series of commissioned reports and projects for customers in the electronics and semiconductor industries: customer-specific and multi-client reports, advanced applications of existing technology reports, emerging technology economics studies, potential uses of emerging technology studies, management consulting projects.

The company draws on a vast technology and systems expertise in communications, computing, consumer and automotive, including experience in the relevant areas of the semiconductor industry: micrologic, analog/mixed signal, memories, micro power management, displays and sensors, as well as semiconductor manufacturing technologies and processes. Web-Feet Research collaborators have extensive market knowledge and marketing experience in the United States, Europe and in the Asia-Pacific region.

Web-Feet Research reports take into consideration major social, political, economic and technology changes underway and the impact these changes have on the economy, the high technology industries in general, and the electronics and semiconductor industries in particular.

The growing complexity and scope of economic developments creates a need to put the qualitative and quantitative aspects of the development trends in a broader perspective and to correlate them with the macroeconomic factors. Therefore, Web-Feet Research reports embrace and correlate both the technology and commercial aspects of the developments.



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