



OBJECTIVE ANALYSIS

Semiconductor Market Research

OBJECTIVE ANALYSIS REPORT

FLASH PACKAGING: WHAT PHONE MAKERS WANT & WHY *Publication Date January, 2008*

Abstract:

Cell phone handsets are the most important market for flash multichip packages (MCPs). Although there is widespread sentiment that the NOR/RAM MCP in current handsets will soon give way to NAND/NOR MCPs, NAND/NOR/RAM MCPs, or NAND/RAM MCPs, Objective Analysis has found compelling evidence that this is not the case. This report investigates how and why the MCP market behaves as it does, and is designed to help chip makers and chip purchasers understand the market and plan their strategic moves. The report presents data derived from careful interviews with participants in all sides of the cell phone market, through which Objective Analysis explores five levels of cell phone markets, analyzes their needs, and predicts which kinds of stacks are most likely to find widespread use over the next five years.

This 32-page report includes eight figures and twenty tables.

Contents:

- Executive Summary
- Cell Handset Requirements
 - Why stack memories and not other components?
- How Cell Phone Architecture Determines Memory Mix
 - How features determine memory architecture
 - Role of pricing in these decisions
 - Role of minimum NAND density
- Which Stacks are Most Desired?
 - Multi-chip packages (MCP)
 - Package on package (POP)
 - Other – Includes processor-memory stacks
- Cell Phone Markets by Type (including phone and stack forecasts for each technology)
 - Full-Feature handsets
 - Music handsets
 - High-Resolution Camera handsets
 - VGA Camera handsets
 - Basic handsets
- Combined stacked chip forecast