## VLSI

Seni Concluctors Power Soundries that make them TWO need to SHOP Playing Colich-up Guid-19 -> Hassive Global Shortage. # Biden 100K achon . The Shift towards 'Pabless' is one reason. (100K Per Japs in Jr and stry in the The U.S. Chip industry

U.S.)

4 71. Only 12%

Global J. Sales due to Chip manufacturing \* Total Sales \$439B For 2020 (globally) Cars getting more advanced is nother by reason.

Inseed more the

even non-advanced Reduces the Boder

steering need the

manufacturing

in 2021 = 5G, \* Need more chiPs Ly China is trying to be Jap-Sufficient Tot, renote solutions.

but the U.S. is only making it Rarder ) ),

Design + Hanufacture The no. I Pure Chip Poundry is actually tomain Hubering with the china's Hubering with the china's Hubering with the china's Hubering with the china's Historian with the china's Historian with the china's Hubering with the china's with t

The U.S. needs the abstitute to make leading mode Chips on it can control the whole industry.\*

(/Uideo)

VLSI Stands for Upy large Scale Integration very large (massive) 10. of 51- in a single Chip (eusing Orgital Design Design intellectual Metrics, Technologies Design ProPay(IP) trad-offs Flow andudes diff. tooks through the & Posues Plow Simulation -> > Level Grait -> Area, delay, Power Infroves Contradictions design Street metrics. Sweet SPUT? eg. ARM Desital Analog (Redio Freq.) Granses its chip design JI to Qualcomm, Hedralek Antemas, Requirements eg. Transmittes, Willess →gets 1.05% of Sales. VHDL Gode & Anplifiers Transmission -Crant as ProPit 1104 Pocus

Introduction to the Santanductor Indistry. Electronic Industry PCB, ChiPS System Hoduds IC Designs - The T.V., Phone, lastop... . Concerned with eg this & the design of the as a Physical Product (not Just a design) CHP itself. C500, APPR, HP. Confinies 4 only reantly Some wase dedicating "chipdesign" - Apple HICHIP teams (509+ Can be considered #West Part of System design") (\*nargin 6 -8%) ← • Bisser risk Manufocuring Only lose 54 (Margin 50-604)
Porredesign. DDH H & assembly Original Design Handbar 90 laborantorside DA Processed Si · Design & ManuRacture a Product according to another convery's specifications. → AS the Otip gets Smaller more are Produced Per DCB Nowfort Water , Pixed I thus carp Aigures Aire V -uning leven habber due to enclosures) Electronics TAM (Total Augillable Market) \$300B > \$4B \$62T > \$100T > \$1000B 7 Electronic Santand. Electronic World Design ComPonents Goods. GOP (design, man.) Adomation

## Electronics Industry Segments by end-user

. Confluer . Consumer . Communication

J

e.g. Prones

. Industrial . Automotive

· Millitary

] Packory needs

(includes medicine)

\*How Margin (unless innountile) but Past design Octe.

\*in-belien.

# Bong design Gold
(too much testing)
With low volumes
but great margins
(90% - 100% as you wish)

## Seni anductor industry Jegments by business model

Herchant Foundry

(Design Only)

Finds work from

Fabless amanies

Patents & litersing

e.g. TSHC, Global

e.g. Qualamen, Foundries, SHIC

Mediatek, Nidia Wy not design?

Why not manufacture? -> lacks innocation/

No Caracity for 2417 New tech.

Orecation (fuel will tolden

Integrated Deuts Housed

Semignoliotors, Intel, Toshiba,

Mitsubishi.

Texas Instruments

/ (TI)

Sold 9t5 Roundines recontly.

