

PSRAM Gains Ground in Q2, Semico Says

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Pseudo SRAM (PSRAM), with its one-transistor DRAM cell architecture, is gaining ground according to a recent study by Phoenix-based Semico Research Corp.

PSRAM's one-transistor DRAM cell, is unique in that typical SRAM cells have six transistors, which give PSRAM some strong advantages such as smaller size and competitive pricing, the firm also said, with manufacturers that account for 90 percent of the total SRAM market now make PSRAM.

SRAM manufacturers in general could feel good about the first half of the year, Semico says, with April and May results in, particularly since Q2 will be stronger than Q1, up approximately 6 percent in unit shipments and 1 percent in revenues.

In addition to the heavy influence PSRAM has had on the market, Semico believes the strong demand from the cell phone market could be attributed as well.

In terms of the second half of the year, "The remaining half of the year is expected to be relatively flat, so our forecast is still on target for 1.2 billion unit shipments for the year, \$2.7 billion in revenues, and an aggregate ASP down \$.21 from last year," remarked Adrienne Downey, senior analyst at Semico.

"Mobile devices require more memory density due to the increasing usage of color screens, cameras, and other features. With densities up to 128Mbit, PSRAM is replacing low-power six-transistor asynchronous SRAM, which only goes up to 16Mbit at this time," Downey added.

For 2003 and 2004, the leading SRAM/PSRAM vendors were Samsung, Cypress, Renesas, Micron and Toshiba.

In terms of looking ahead for the SRAM market, there is already some memory technology competition in the cell phone industry as DRAM manufacturers continue to bring low-power SDRAM designs to the market as well, Semico concluded.

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