

PSRAM Gaining Ground, Says Semico Research Corp.

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According to a recent study by Semico Research Corp., Pseudo SRAM (PSRAM) is gaining ground. PSRAM has a one-transistor DRAM cell, as opposed to the typical six-transistor SRAM cell. The DRAM architecture gives PSRAM some strong advantages over low-power 6T SRAM, namely smaller size and competitive pricing. The semiconductor industry analysts estimate that manufacturers that account for 90 percent of the total SRAM market now make PSRAM.

Semico says that SRAM manufacturers in general could feel good about the first half of 2005. With April and May results in, the second quarter will be stronger than the first quarter of this year, up approximately six percent in unit shipments and one percent in revenues. In addition to the heavy influence PSRAM has had on the market, the strong demand from the cell phone market could be attributed as well.

What does this mean for the second half of 2005? "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, Sr. 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 6T asynchronous SRAM, which only goes up to 16Mbit at this time," said Ms. Downey.

The leading SRAM/PSRAM vendors for 2003 and 2004 are Samsung, Cypress, Renesas, Micron, and Toshiba. What does the future hold in store for the SRAM market as a whole? Semico says 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.

About the market research report

The Semico Research Corp. report, "SRAM Market Study 2Q05" (Report Number: VM123-05), includes a full forecast of SRAM and PSRAM by density through 2009, as well as quarterly SRAM and PSRAM pricing through 2Q07. This report includes a breakdown of market shares by type: PSRAM, slow asynchronous, fast asynchronous, and synchronous.