

NOR '06 Revs to Reach Record Levels, Says Semico

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After a period of declining revenues, the NOR flash market is bound to recover its strength according to Phoenix, Ariz.-based Semico Research Corp.

NOR flash memory is used in PCs, peripherals, consumer electronics devices and automotive and telecom applications.

Following a 7 percent downturn this year, Semico expects to see revenues approaching \$11 billion in 2006. "Although the NOR market is going through a soft spot today, unit and megabyte demand are still solid," noted Jim Handy, director of nonvolatile memory services at Semico in a statement.

"Current revenue shortfalls are the simple result of a supply/demand imbalance which will correct itself in 2006," he explained.

"All commodity memories suffer price slides at the onset of an oversupply, and NOR's current slide is no different than those common in the DRAM market," he continued.

"Demand is still strong, and once this price correction has run its course, the market will return to high growth," Handy added.

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