



## **Domain Specific Processors Drive Changing Outlook for Semiconductor Memory** **Wally Rhines, Mentor**

Exceptionally strong revenue growth for the semiconductor industry in 2017 and 2018 was driven primarily by memory but also by accelerating growth in non-memory demand. The imbalance between supply and demand drove memory pricing that was higher than the long term semiconductor learning curve despite unit volume growth that was slightly below the long term trend. While memory pricing must return to the learning curve pricing over the long term, the dramatic increase in investment in new domain specific processors, particularly for artificial intelligence and machine learning, will likely drive accelerated growth in the demand for memory, offset by any increased investments in memory capacity in Korea and China. Dr. Rhines will analyze emerging design and production capacity trends and discuss factors that are likely to impact the longer term growth of our industry.