



OBJECTIVE ANALYSIS

Semiconductor Market Research

OBJECTIVE ANALYSIS REPORT

HOW PC NAND WILL UNDERMINE DRAM

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Abstract:

Through a significant set of PC benchmarks Objective Analysis has found that in most cases NAND flash provides a greater performance boost per BOM dollar than does DRAM. This somewhat surprising result leads to the natural conclusion that DRAM's position in the PC is threatened by NAND, and that changes will evolve in the near term to undermine the DRAM market, forcing DRAM manufacturers to eventually adopt a foundry model.

This 60-page report, uses 51 figures and six tables to explain in great depth how and why DRAM is threatened in its largest market, then to plot out the impact NAND is likely to have on DRAM by limiting DRAM gigabyte growth, leading to a continuous state of overcapacity and a shrinking market over the five-year forecast window. A DRAM forecast shows the negative effect NAND will have on DRAM gigabyte shipments and revenues through 2015, and a NAND forecast illustrates the positive impact this architectural change will have upon the NAND market.

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