FOR IMMEDIATE RELEASE

Supply chain, market positioning, business opportunities and company value: what can we expect for the semiconductor industry?

Successful Semiconductor Fabless 2015 - SSF 2015
From Nov. 4 to 6, 2015, Paris, France

Successful Semiconductor Fabless 2015 is powered by:

SERMA TECHNOLOGIES
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YOLE Développement

LYON, France – July 17, 2015: *Today, the semiconductor supply chain offers a lot of possibilities in terms of business models. Companies have many opportunities to develop their own components all across the market. They can develop designs, integrate software, focus on sensitive elements and propose dedicated packaging. There are many possibilities – but maybe just one way to optimize a company's value.*
*Yole Développement (Yole) and Serma Technologies (Serma) are organizing **Successful Semiconductor Fabless 2015,** the third edition of the conference, to explore the semiconductor supply chain, analyze business trends and technical challenges and highlight success stories.*
Successful Semiconductor Fabless 2015 (SSF 2015) will take place in Novotel Paris Vaugirard Montparnasse, Paris from November 4 to 6. Yole's analysts and Serma's experts have built an impressive program this year: Put this conference in your calendar right now, and register on i-micronews.com, in the Events section!

Questions abound regarding the organization of the semiconductor industry and its supply chain, whatever the field of activity, be it MEMS, LED, power electronics or advanced packaging. This industry incorporates a lot of different business models, from fabless to integrated device manufacturers. What are the best business models to ensure development and success? What are the limits of these business models? There is a permanent need for innovation in the design stage to get access to new markets: what are the technical challenges in satisfying this? What about production capacity? Is there a way to share industrialization work and mutualize production capacity?

Lot of mergers, acquisitions and huge investments have been made in the semiconductor industry. These changes have a direct impact on the semiconductor supply chain and create new business opportunities. Examples include:

- In mid-2014, InvenSense acquired Movea. The provider of intelligent sensor solutions signed a definitive agreement with Movea, a provider of software for ultra-low power location, activity tracking and context sensing. With this acquisition, InvenSense, one of SSF 2015's keynote speakers, confirmed its leadership in the growing mobile market with an innovative solution based on System-on-Chip (SoC) technologies and spread its market positioning all along the supply chain.
- Two months later, Fairchild Semiconductor International announced a similar agreement with Xsens Technologies. This acquisition allows Fairchild to expand its activities from a discrete component supplier to a smart-module provider in the mobile market.
- In the Internet of Things (IoT) world, Google closed its transaction at the beginning of 2014 to acquire 100% of Nest Labs, well-known for the development of its smart home solutions such as its Learning Thermostat and Protect smoke and carbon monoxide detector. This strategic decision allows Google to enlarge its range of products and services in the home appliance and IoT areas. It allows also Google to acquire the huge technical knowledge coming from Nest's former Apple engineers.

These examples clearly highlight the impact of acquisitions and technology transfer on the supply chain and market structure.

So, what can we expect for the semiconductor industry? Yole's analysts have been following this industry for a long time. Thanks to its daily discussions with industrial companies and R&D institutes, Yole has a deep understanding of the market's evolution, the competitive environment and related technical challenges. Serma develops a high added value platform for solutions and services in electronics, especially for high stress environments. The company therefore has a strong knowledge of semiconductor market needs and supply chain organization, especially at the industrialization stage.

Both partners combine their visions of the industry to propose an attractive program. With the SSF 2015 agenda, Yole and Serma enable you to discover the status of the semiconductor industry, learn more about its evolution, from both technology and market viewpoints, and get a comprehensive understanding of its strategies, business models and success stories.

"SSF participants will enjoy this 2015 edition, which will provide multiple viewpoints regarding the semiconductor supply chain, bringing together large and mature players as well as start-ups and smaller companies with disruptive technologies," says **Pascal Matosevic, Marketing & Sales Director at Serma Technologies.** The SSF 2015 conference gathers leaders of the semiconductor industry, including: **Amkor Technologies, ATREG, Bluetest, Cityzen Sciences, Coventor, Creative Chips, InvenSense, MathWorks, On Semiconductor, Phoenix bv, Pyxalis, Serma Technologies, SigFox, Silicon Labs, Tronics Microsystems, Yole Développement and more**. Discover the SSF 2015 program on i-micronews.com, in the Events section.

"The SSF 2015 conference jointly organized by Yole Développement and Serma Technologies is one of the few events in the semiconductor industry covering business, technology and supply chain challenges simultaneously," **comments Pascal Langlois, CEO of Tronics Microsystems.** *"Companies attending will be able to share their vision of the industry and their experiences around one common objective: define the right market positioning to build sustainable success in a competitive landscape with fast technology transitions. SSF is undoubtedly the right place to discuss technical issues as well as business opportunities."*

To discover the program in detail, go to the i-micronews Events section. Yole and Serma encourage you to sign up for SSF 2015 now, as the number of participants is limited.

For more information about SSF 2015, its program, list of speakers and your venue in Paris contact Sandrine Leroy, PR & Corporate Communication Manager at Yole.

About Serma Technologies

SERMA GROUP (750p, TO 81M€, 11 plants in France and Germany) is an independent, international one-stop-shop platform for solutions and services in electronics. Specialized in electronic technologies for high stress environments, the group has developed a recognized expertise and a comprehensive range of offers in its four core business lines: Technology and Processes, Micro-electronics, Engineering of Embedded Systems, Security of Systems. It serves customers in multiple sectors, including aeronautics, automotive, industry, aerospace, military and medical.

The Group consists of the following subsidiaries: SERMA TECHNOLOGIES, SERMA INGENIERIE, ID MOS, PE GmbH, HCM.SYSTREL and SERMA GmbH.

Within the framework of the Core Electronics Segment "Technology & Processes", SERMA TECHNOLOGIES is a specialist in analysis, control, and expertise of components, boards and electronic system. The company has a significant array of resources (laboratories) for analysis and testing.

SERMA TECHNOLOGIES also offers an ITSEF, approved laboratory of information technology security evaluation facility.

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About Yole Développement

Founded in 1998, Yole Développement has grown to become a group of companies providing marketing, technology and strategy consulting, media and corporate finance services. With a strong focus on emerging applications using silicon and/or micro manufacturing, the Yole Développement group has expanded to include more than 50 collaborators worldwide covering MEMS, Compound Semiconductors, LED, Image Sensors, Optoelectronics, Microfluidics & Medical, Photovoltaics, Advanced Packaging, Manufacturing, Nanomaterials and Power Electronics. The group supports industrial companies, investors and R&D organizations worldwide to help them understand markets and follow technology trends to develop their business.

CONSULTING

- Market data & research, marketing analysis
- Technology analysis
- Reverse engineering & costing services
- Strategy consulting
- Patent analysis

REPORTS

- Collection of technology & market reports
- Manufacturing cost simulation tools
- Component reverse engineering & costing analysis
- Patent investigation

FINANCIAL SERVICES

- Mergers & Acquisitions
- Due diligence
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More information on www.yolefinance.com

MEDIA & EVENTS

- i-Micronews.com, online disruptive technologies website and its weekly e-newsletter, @Micronews
- Technology Magazines
- Communication & webcasts services
- Events: Yole Seminars, Market Briefings

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