

Proposal of the System Platform—A Semiconductor Business Model in the Age of Digital Consumer Products

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A semiconductor business model — the system platform — is proposed. All the functions and the interfaces of system LSIs are to be defined at the level of digital consumer products. Good users, aggressive to new consumer products, but very severe for the selection of them, are well cultivated in Japan. Digital consumer products are now leading semiconductor market. This is very different from the semiconductor market structure in 1990s, where the PCs and related products dominated.