PC Processors and Chip Sets Updated Edition 1Q2005

Market Strategy and Forecast Report

By Dean McCarron

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3. PC Processor Competitive Analysis

3.1. X86 Market Share

3.1.1. X86 Market Share Overview

The x86 PC processor market is dominated by two players, Intel and AMD. Two additional players, VIA Technologies and Transmeta, also ship x86 PC processors, but collectively they control less than two percent of the market.

In the fourth quarter of 2004 the overall PC processor market increased 13.1 percent compared to the third quarter. This is far better than the seasonal average of the previous five years, which is a 8.3 percent increase for this quarter. All segments were up strongly, with mobile and server products eclipsing desktop processors

Intel's fourth quarter shipments increased 13.4 percent from the third quarter, while AMD saw a 17.4 percent gain VIA unfortunately had a poor showing after last quarter's sharp upturn, with a 35 percent decline in shipments.

Intel's share increased two-tenths of a point in the fourth quarter of 2004, reaching 82.2 percent, up compared to third quarter share of 82.0 percent. Removing X-box units from the figures gives Intel a share of 82.0 percent, up four-tenths of a point compared to third quarter X-box exclusive share of 81.6 percent. These gains were at the expense of VIA, not AMD, though the company did regain some mobile segment share lost to AMD last quarter.

For 2004, our preliminary estimate for Intel's share is 82.5 percent, down three-tenths of a point from 2003's 82.8 percent.

AMD's share increased six-tenths of a point in the fourth quarter of 2004, reaching 16.6 percent, up compared to third quarter share of 16.0 percent. Excluding Intel's X-box units from the calculations results in AMD's share being 16.7 percent, up five-tenths of a point compared to third quarter X-box exclusive share of 16.3 percent. AMD's shipments were up strongly, however it was very apparent that the gains came primarily in the value desktop segment from its Sempron processor, shipments of which more than doubled. Some additional gains came from the server and performance desktop segments. Like Intel, the overall share gain was due primarily to VIA's decline, but with stronger growth than Intel, AMD still gained more share than Intel.

For all of 2004, preliminary estimates put AMD's share at 15.8 percent, up three tenths from 2003's 15.5 percent.

VIA's share declined eight tenths of a point in the fourth quarter of 2004, reaching 1.1 percent, down compared to third quarter share of 1.9 percent.

PC Processor Competitive Analysis

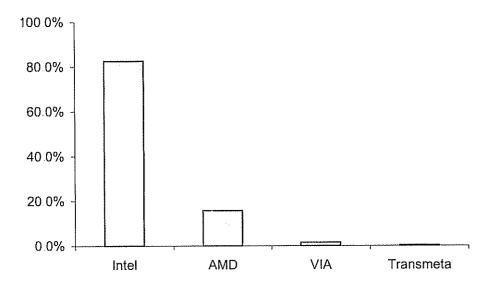


Figure 3-1: Market share (units) for x86 microprocessor sales in 2004 (Source: Mercury Research)

Company	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Intel	31,165	41,623	50,375	65,272	82,994	92.032	112,149	130,985	119,364	140,124	155,582	165,310
AMD	8.881	9.190	9.944	9,383	7,123	13,630	18,566	26,676	30,645	25,007	29,041	31,584
VIA	1.180	2.313	2,861	1.513	3,443	4.924	5,105	1,541	1,384	2,087	2,795	2.910
Transmeta	0	0	0	0	0	0	0	120	331	381	412	496
Transmeta IDT	0	0	0	0	22	683	517	0	0	0	0	0
Rise Technology	0	0	0	0	0	6	107	0	0	0	0	0
SGS-Thomsom	0	0	792	1.367	1.071	195	15	0	0	0	0	0
IBM	0	2.653	2.705	2.063	2,612	3.196	0	0	0	0	0	0
17)	0	1,185	3,542	2.253	335	0	0	0	0	0	0	0
Others	1,360	287	780	0	0	0	0	0	0	0	0	0
Total	42,586	57,251	70,999	81,851	97,600	114,666	136,459	159,322	151,724	167,599	187,830	200,300

Table 3-1: Market share (units) for x86 microprocessor sales in recent years (Source: Mercury Research)

Company	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Intel	73 2%	72 7%	710%	79 7%	85 0%	80 3%	82 2%	82 2%	78 7%	83 6%	82 8%	82 5%
AMD	20 9%	16 1%	14 0%	11.5%	7 3%	11 9%	13 6%	16 7%	20 2%	14 9%	15 5%	15 8%
VIA	2.8%	4 0%	4 0%	1 8%	3 5%	4 3%	3 7%	1 0%	0 9%	1 2%	1 5%	15%
Transmela	0.0%	0 0%	0.0%	0 0%	0 0%	0.0%	0 0%	0 1%	0 2%	0 2%	0 2%	0 2%
IDT	0 0%	0 0%	0.0%	0 0%	0 0%	0 6%	0.4%	0 0%	0.0%	0 0%	0 0%	0 0%
Rise Technology	0 0%	0.0%	0 0%	0 0%	0 0%	0 0%	0 1%	0 0%	0 0%	0 0%	0.0%	0 0%
SGS-Thomsom	0.0%	0.0%	1 1%	17%	1 1%	0 2%	0 0%	0.0%	0 0%	0 0%	0 0%	0.0%
BM	0.0%	4 6%	3 8%	2 5%	2 7%	2 8%	0 0%	0.0%	0 0%	0 0%	0 0%	0.0%
TI	0 0%	2 1%	5 0%	28%	0.3%	0 0%	0 0%	0.0%	0 0%	0 0%	0 0%	0 0%
Others	3 2%	0.5%	1.1%	0 0%	0.0%	0.0%	0 0%	0.0%	0 0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3-2: Market share (percent) for x86 microprocessor sales in recent years (Source: Mercury Research)

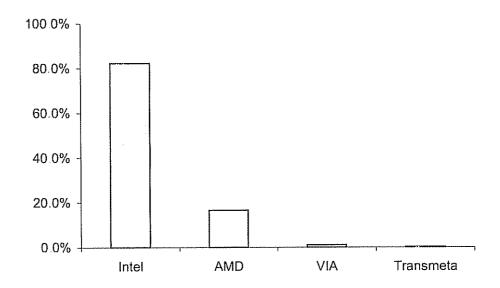


Figure 3-2: Market share (units) for x86 microprocessor sales for the most recent quarter. (Source: Mercury Research)

Company	1Q03	2Q03	3Q03	4Q03	1Q04	2Q04	3Q04	4Q04
Intel	35,788	35,336	40,185	44,273	40,480	38,963	40,242	45,625
AMD	7,253	6,693	7,305	7,790	7,255	7,302	7,832	9,195
VIA	650	675	720	750	620	770	920	600
Transmeta	142	115	67	88	129	171	92	104
Total	43,833	42,819	48,277	52,901	48,484	47,206	49,086	55,524

Table 3-3: Market share (units) for x86 microprocessor sales for the past several quarters (Source: Mercury Research)

Company	1Q03	2Q03	3Q03	4Q03	1Q04	2Q04	3Q04	4Q04
Intel	816%	82 5%	83 2%	83 7%	83 5%	82 5%	82 0%	82 2%
AMD	16 5%	15 6%	15 1%	14 7%	15 0%	15 5%	16 0%	16 6%
VIA	1 5%	16%	15%	1 4%	1 3%	1.6%	19%	1.1%
Transmeta	0 3%	0 3%	0 1%	0 2%	0 3%	0 4%	0 2%	0 2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3-4: Market share (percent) for x86 microprocessor sales for the past several quarters (Source: Mercury Research)

3.1.2. Segment Share

A few years ago we introduced segment share reporting to deal with the trend towards value desktop v performance desktops. However, since that time lines have blurred tremendously between the two classes of products. Starting in the second quarter of 2004 we have decided to limit segment share to the three broad segment classes: server, desktop, and mobile processors.

3.1.2.1. Server Segment Share

Please note that server share is limited to Intel and AMD architecture products, and does not include products from Sun Microsystems or IBM. Intel includes Xeon, Xeon MP, and Itanium shipments, while AMD includes Athlon MP and Opteron products. Desktop CPUs used in single-processor servers are counted as desktop shipments, not server shipments

The fourth quarter was impressive in terms of growth of server products. Collectively the market was up 20.5 percent over the third quarter.

Both Intel and AMD had completely flat share in the server segment in the fourth quarter – even to the hundredths of a percent. Intel remained at 93.1 percent, while AMD maintained its share of 6.9 percent.

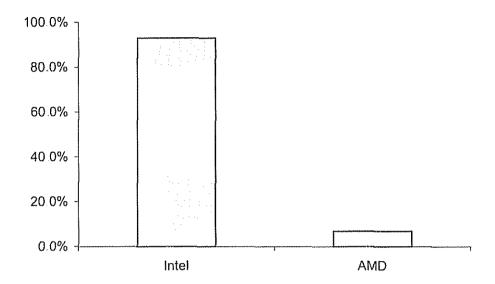


Figure 3-3: Market share (units) for server microprocessor sales for the most recent quarter (Source: Mercury Research)

Company	1Q03	2Q03		4Q03	1Q04	2Q04	3Q04	4Q04
Intel	1,111	1,277	1,521	1,851	1,724	1,743	1,844	2,223
AMD	54	40	47	60	87	127	137	165
Total	1,165	1,317	1,568	1,911	1,811	1,870	1,981	2,388

Table 3-5: Market share (units) for server microprocessor sales for the past several quarters. (Source: Mercury Research)

Company	1Q03	2Q03	3Q03	4Q03	1Q04	2Q04	3Q04	4Q04
intel	95 4%	97 0%	97 0%	96 9%	95 2%	93 2%	93 1%	93 1%
AMD	4 6%	3 0%	3 0%	3 1%	4 8%	68%	6 9%	6.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3-6: Market share (percent) for server microprocessor sales for the past several quarters (Source: Mercury Research)

3.1.2.2. Desktop Segment Share

As was the case in the third quarter, desktop CPUs were the weakest segment in the processor market. However, weak is relative with the segment growing 12.1 percent, far better than the seasonal average. Desktop's relatively lower growth is due primarily to a change in the market that is favoring mobile processors at its expense.

Intel's desktop segment share declined one tenth of a point in the fourth quarter of 2004, reaching 79.2 percent, down compared to third quarter share of 79.3 percent.

AMD gained 1.1 points of share in the desktop segment, rising to a 19.3 percent share in the fourth quarter of 2004, reaching 19.3 percent, up compared to third quarter share of 18.2 percent. AMD saw strong gains in shipments of its value-oriented Sempron processor, while its performance Athlon 64 CPU continues to grow strongly. Its older Athlon XP is in rapid decline

VIA's desktop segment share declined 1.1 points in the fourth quarter of 2004, reaching 1.5 percent, down compared to third quarter share of 2.6 percent. The company's C3 processor experienced a sharp decline in shipments after a meteoric rise last quarter, and either fell victim to Sempron or cannibalization of fourth-quarter demand last quarter.

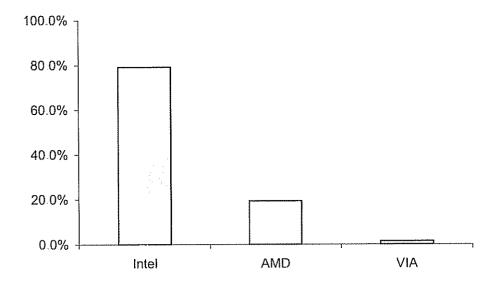


Figure 3-4: Market share (units) for desktop x86 microprocessor sales for the most recent quarter (Source: Mercury Research)

Company	1Q03	2Q03	3Q03	4Q03	1Q04	2Q04	3Q04	4Q04
Intel	26,093	24,058	28,321	30,857	28,877	27,899	28,570	32,017
AMD	6,394	5,844	5,936	6,554	6,407	6,299	6,560	7,808
IVIA	650	675	720	750	620	770	920	600
Total	33,137	30,577	34,977	38,161	35,904	34,968	36,050	40,425

Table 3-7: Market share (units) for desktop x86 microprocessor sales for the past several quarters. (Source: Mercury Research)

Company	1Q03	2Q03	3Q03	4Q03	1Q04	2Q04	3Q04	4Q04
Intel	78 7%	78.7%	810%	80 9%	80 4%	79.8%	79 3%	79 2%
AMD	193%	19 1%	17 0%	17 2%	17 8%	18 0%	18 2%	19 3%
VIA	2 0%	2.2%	2 1%	2.0%	17%	2.2%	26%	15%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3-8: Market share (percent) for desktop x86 microprocessor sales for the past several quarters. (Source: Mercury Research)

3.1.2.3. Mobile Segment Share

Incredibly the mobile CPU market out-performed its spectacular third quarter gain in the fourth quarter, growing another 20 percent. Both Intel and AMD experienced new records in the mobile environment, although AMD's mobile growth was much weaker than Intel's.

Intel gained 1.2 points of share in the mobile segment, rising to a 89.0 percent share in the fourth quarter of 2004, up compared to third quarter share of 87.8 percent.

AMD's mobile segment share declined 1.2 points in the fourth quarter of 2004, reaching 10.1 percent, down compared to third quarter share of 11.3 percent. Although AMD did increase its unit shipments, they were outpaced by Intel's growth, and hence the share loss.

Transmeta's mobile segment share was flat in the fourth quarter of 2004 at nine-tenths of a percent.

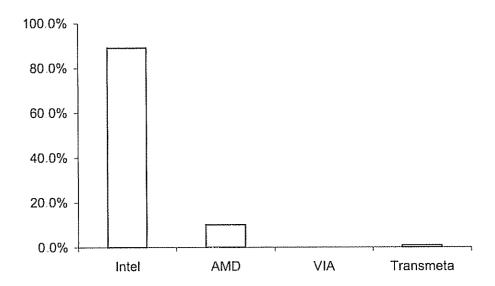


Figure 3-5: Market share (units) for mobile x86 microprocessor sales for the most recent quarter. (Source: Mercury Research)

Company	1Q03	2Q03	3Q03	4Q03	1Q04	2Q04	3Q04	4Q04
Intel	6,799	7,596	8,030	8,843	8,091	8,098	8,846	10,759
AMD	805	809	1,322	1,176	761	876	1,135	1,222
Transmeta	142	115	67	88	129	171	92	104
Total	7,746	8,520	9,419	10,107	8,981	9,145	10,073	12,085

Table 3-9: Market share (units) for mobile x86 microprocessor sales for the past several quarters. (Source: Mercury Research)

Company	1Q03	2Q03	3Q03	4Q03	1Q04	2Q04	3Q04	4Q04
Intel	87 8%	89 2%	85 3%	87 5%	90 1%	88 6%	87.8%	89 0%
AMD	10.4%	9 5%	14 0%	116%	8 5%	9 6%	113%	10 1%
Transmeta	1.8%	1 3%	0 7%	0 9%	14%	1 9%	0 9%	0 9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3-10: Market share (percent) for mobile x86 microprocessor sales for the past several quarters. (Source: Mercury Research)



Fujitsu to close Gresham flash memory fab

(11/29/2001 12:44 PM EST)

URL: http://www.eetimes.eu/2913980

Fujitsu Ltd. today announced its decision to cease production operations at its Gresham, Oregon semiconductor manufacturing facility, Fujitsu Microelectronics, Inc (FMI), by the end of January 2002, and to close the plant and liquidate its assets.

Fujitsu Ltd. today announced its decision to cease production operations at its Gresham, Oregon semiconductor manufacturing facility, Fujitsu Microelectronics, Inc (FMI), by the end of January 2002, and to close the plant and liquidate its assets.

According to the company, the closure reflects the continuing slump in the worldwide semiconductor market, as well as Fujitsu's intent to consolidate production of flash memory at Fujitsu-AMD Semiconductor Limited (FASL), its joint-venture manufacturing facility in Aizu-Wakamatsu, Japan.

Approximately 670 employees at Gresham will be affected by the plant closure, and the process of giving notice of the closing has begun today.

Established in October 1988, the Gresham plant was Fujitsu's first overseas wafer fabrication facility and has served as one of its key production bases for memory products. In April 2000, based on Fujitsu's strategic withdrawal from commodity DRAM production and robust demand for flash memory devices, the Gresham plant began converting all production lines to flash memory. However, due to the precipitous and prolonged downturn of the flash memory market since the beginning of this year, the plant has been operating at levels well below capacity, the company said.

"Amidst this deteriorating market environment, Fujitsu contemplated a variety of alternative strategies for the Gresham plant, including converting it to a joint venture with Advanced Micro Devices, Inc., its longtime partner in the flash memory business," Fujitsu said.

"However, the recovery of the flash memory market now seems likely to be pushed back by at least 6 to 12 months later than the previously anticipated late 2002 time frame. Therefore, Fujitsu has concluded that it must reorganize its worldwide manufacturing structure to eliminate surplus flash memory capacity, a process that unfortunately requires the closing of the Gresham plant."

All employees will remain on the payroll with full benefits until the end of January, the company added.

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