

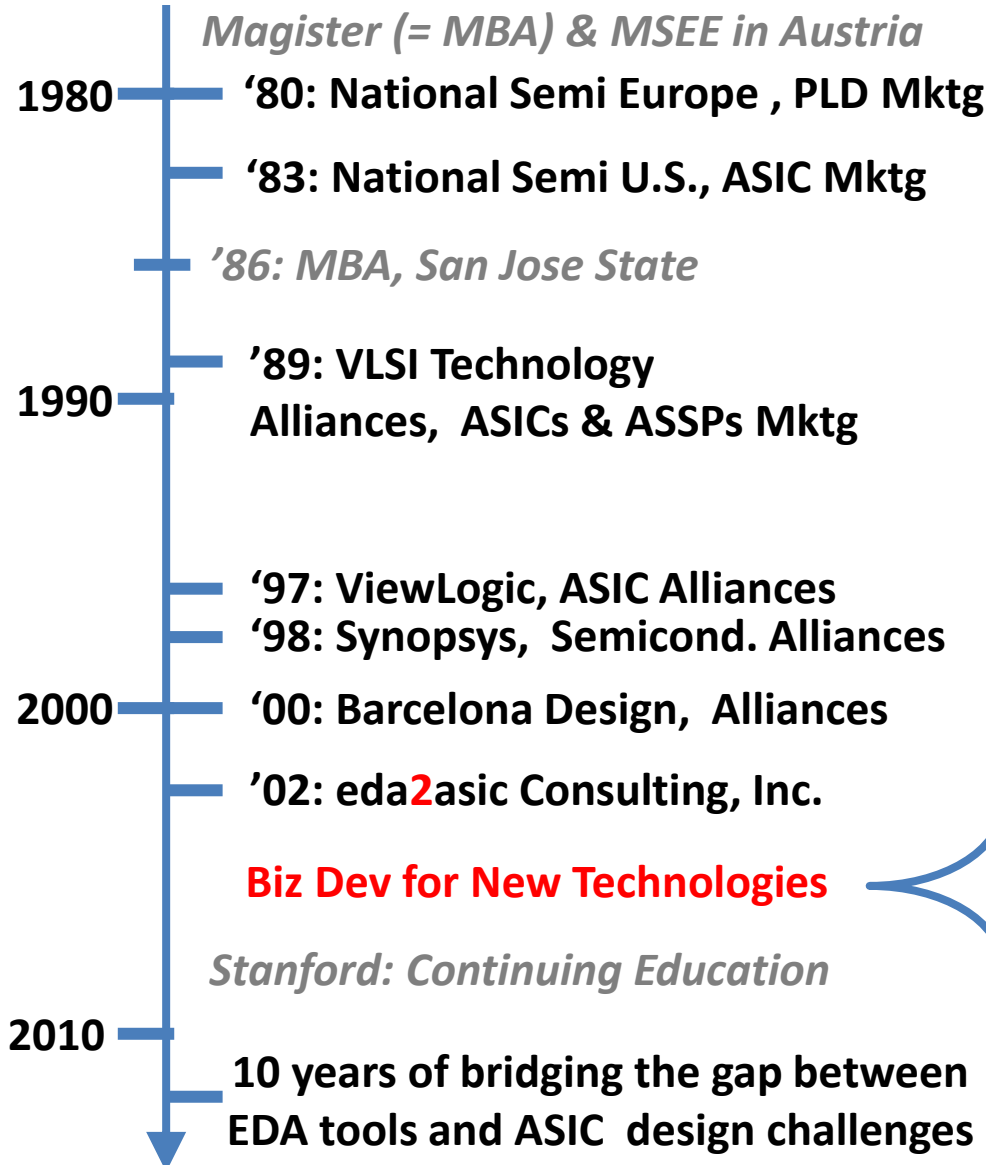
**2.5/3D ~~ICs~~ Systems**  
**Technical AND Business Considerations**

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MEPTEC Luncheon, June 13, 2012

- Introduction
- A few market numbers
- Why develop 2.5/3D solutions ?
- What's different in the 2.5/3D ecosystem ?
- 2.5/3D products TODAY
- Opportunities for MEPTEC members
- Appendix: Additional market data



Synplicity, Structured ASIC Tools  
 ReShape, IC Design Flow  
 Gradient, Temp Analysis, ICs  
 Flomerics, Temp Analysis, PCB  
 AMD, Opteron Mktg to EDA  
 GDA, Design Services Biz Plan  
 Takumi, DFM Tools & Services  
 Innovative Silicon, ZRAM-IP  
 S3 Group, Analog & M/S IP  
 Philips, Clockless IC Design  
 Mentor, C → RTL Synthesis  
 Mephisto DA, Analog Sizing  
 Ciranova, Analog Layout  
 GeorgiaTech, SiP Noise Analysis  
 Soitec & SOI Consortium, SOI  
 GSA, 3D-IC Working Group  
 SEMATECH, 3D Enablement Ctr

# Market Numbers

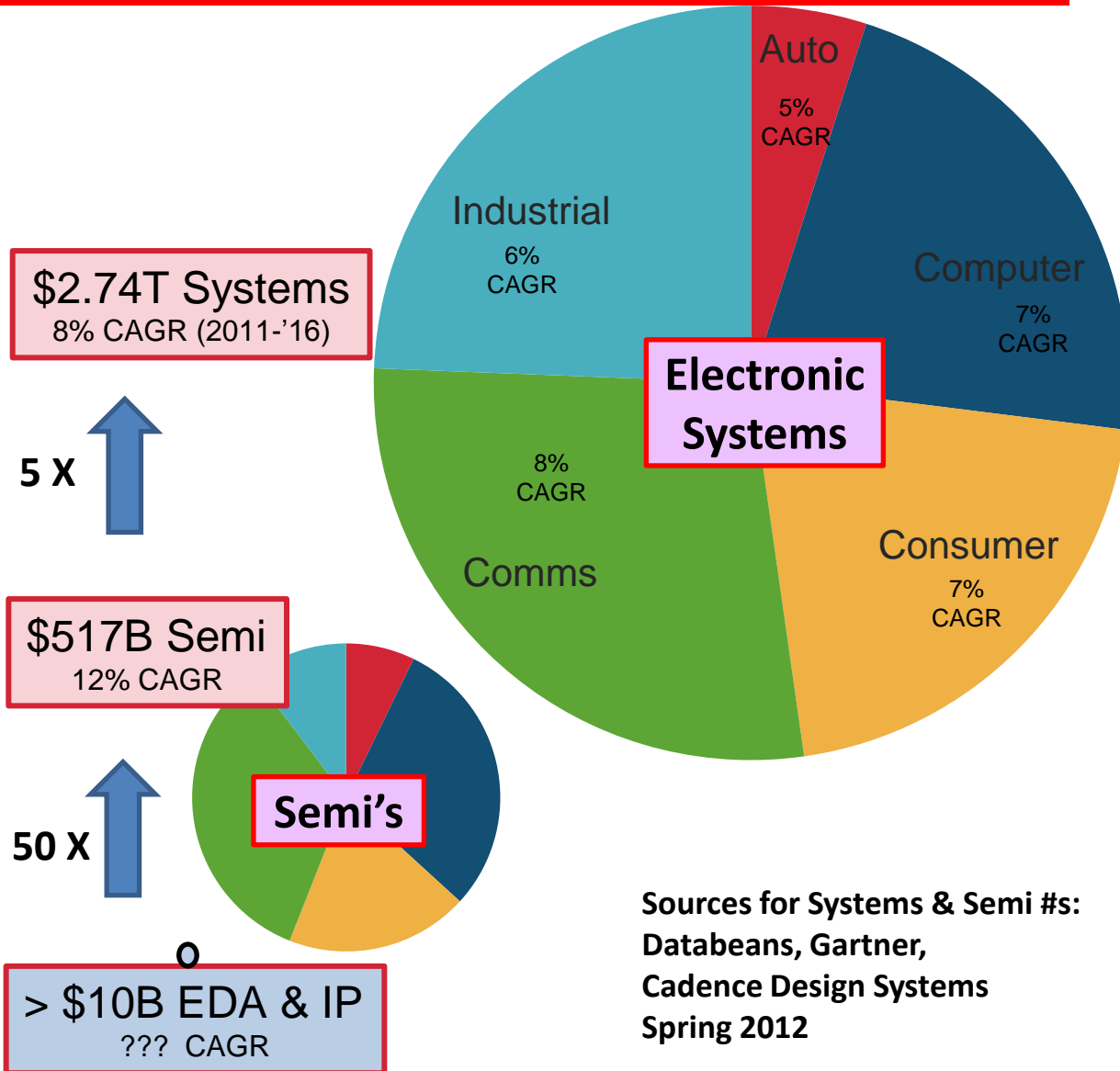
**Systems need to get faster AND consume less power.**

2.5/3D-ICs can integrate sub-systems, even entire systems at lower power, higher speed and eventually also lower system cost.

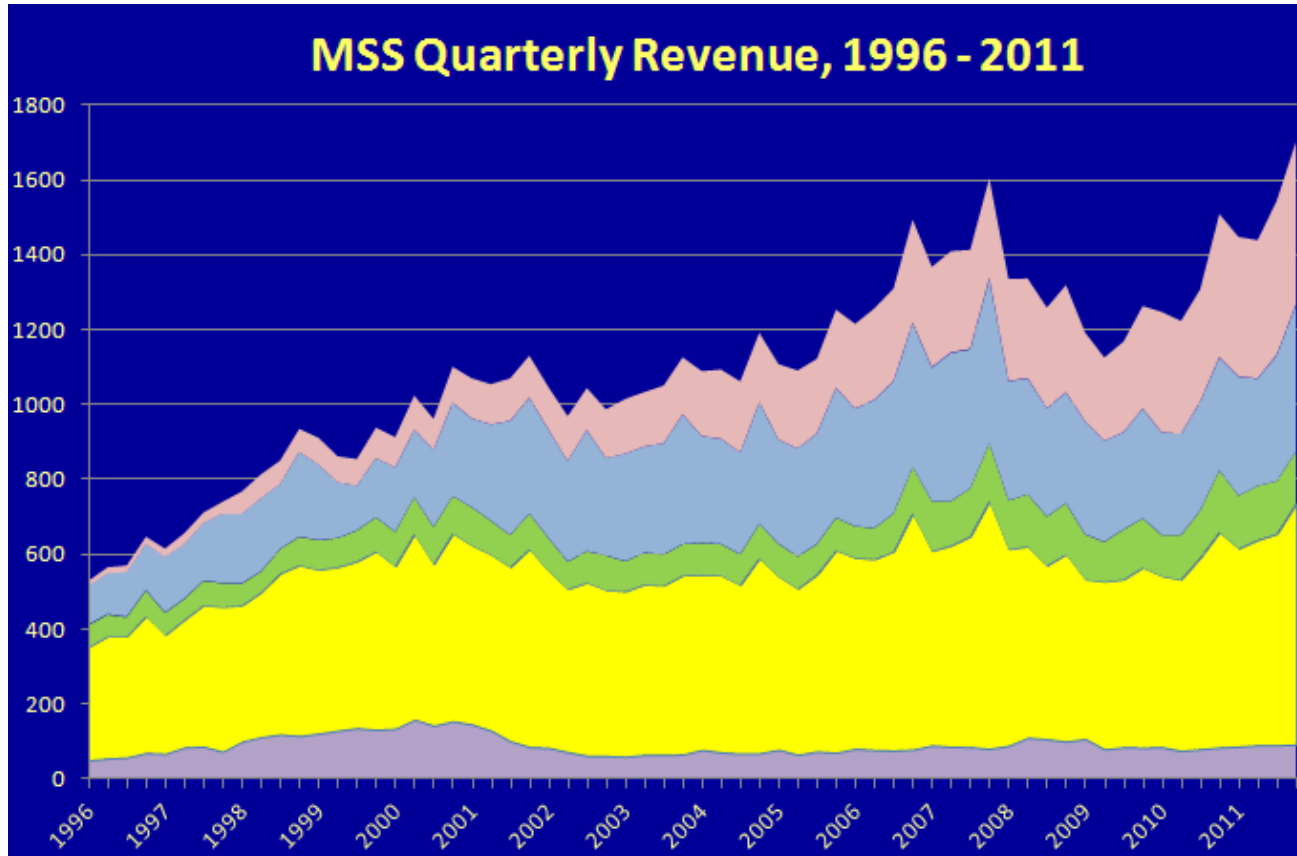
If 2.5/3D-ICs capture addit'l 10% of the systems market, they'll grow semiconductor revenues by 50 % !!!

EDA tools for modeling, planning & partitioning, implementation and verification of ICs have a significant impact on the cost-effectiveness of 3D semiconductor solutions.

Relatively minor investments in EDA tools, IP blocks and die-level IP will enable these semiconductor vendors to contribute big to **faster and lower power systems !**



Sources for Systems & Semi #s:  
 Databeans, Gartner,  
 Cadence Design Systems  
 Spring 2012



Silicon IP

IC Physical

PCB / MCM

CAE

Services

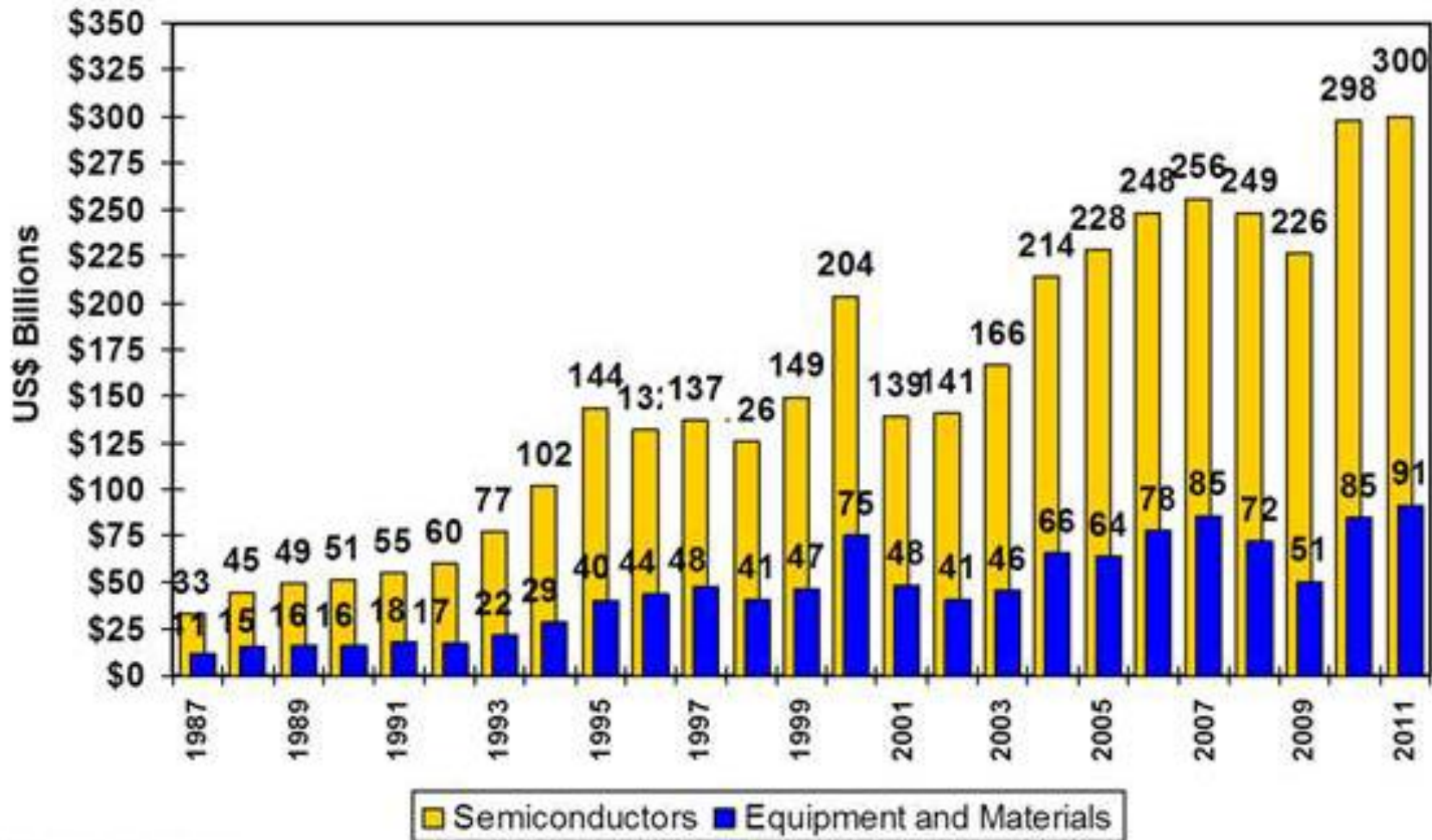
[http://www.edac.org/mss/stats\\_mss.jsp](http://www.edac.org/mss/stats_mss.jsp)

[http://www.edac.org/mss/MSS\\_2012\\_Category\\_Definitions\\_FINAL.pdf](http://www.edac.org/mss/MSS_2012_Category_Definitions_FINAL.pdf)

**Total EDA Revenues  
in CY 2011:  
USD 6.13 Billion**

eda2asic

~30% of Semiconductor Revenue is...



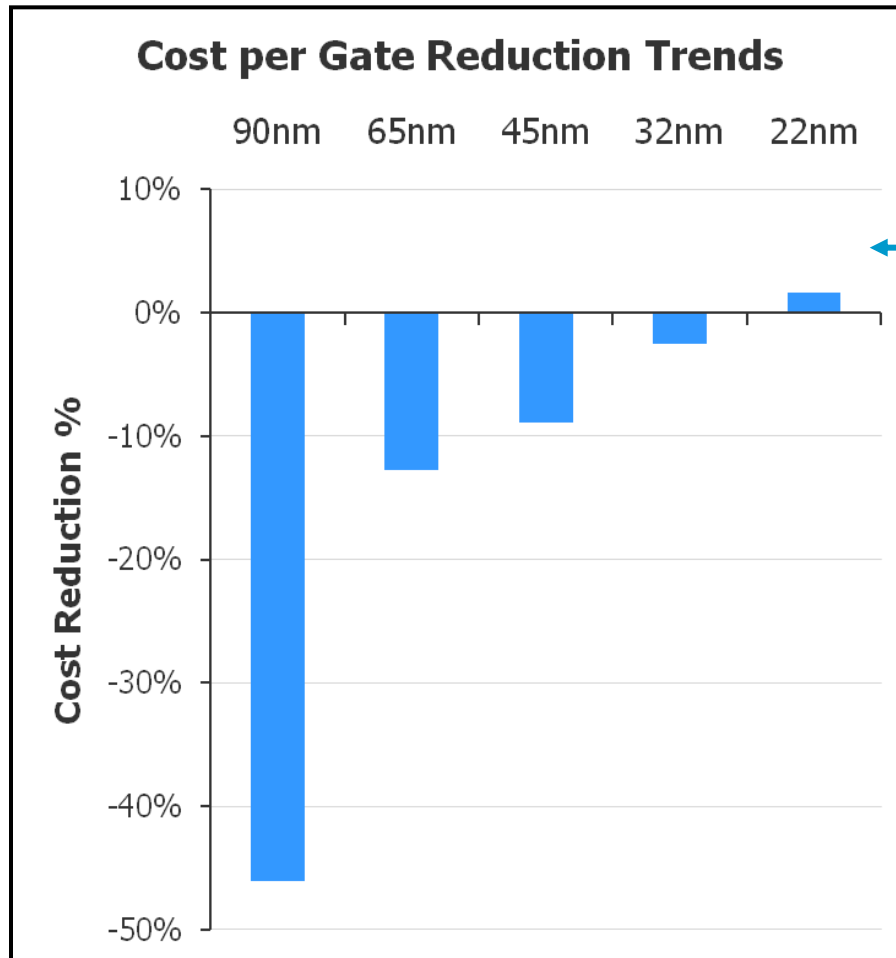
Source: SEMI, SIA/WSTS

<http://www.semi.org/en/node/41166>

# Why Develop 2.5/3D Solutions ?



- 
- Reduce system cost
  - Reduce power dissipation
  - Reduce form factor
  - Increase system complexity/user friendliness
  - Increase performance per Watt
  - Increase reliability
  - Decrease time-to-market
  - Decrease NRE and risk



Source: *International Business Strategies 2010*

**Wafer Fab cost**

**Cost per gate**

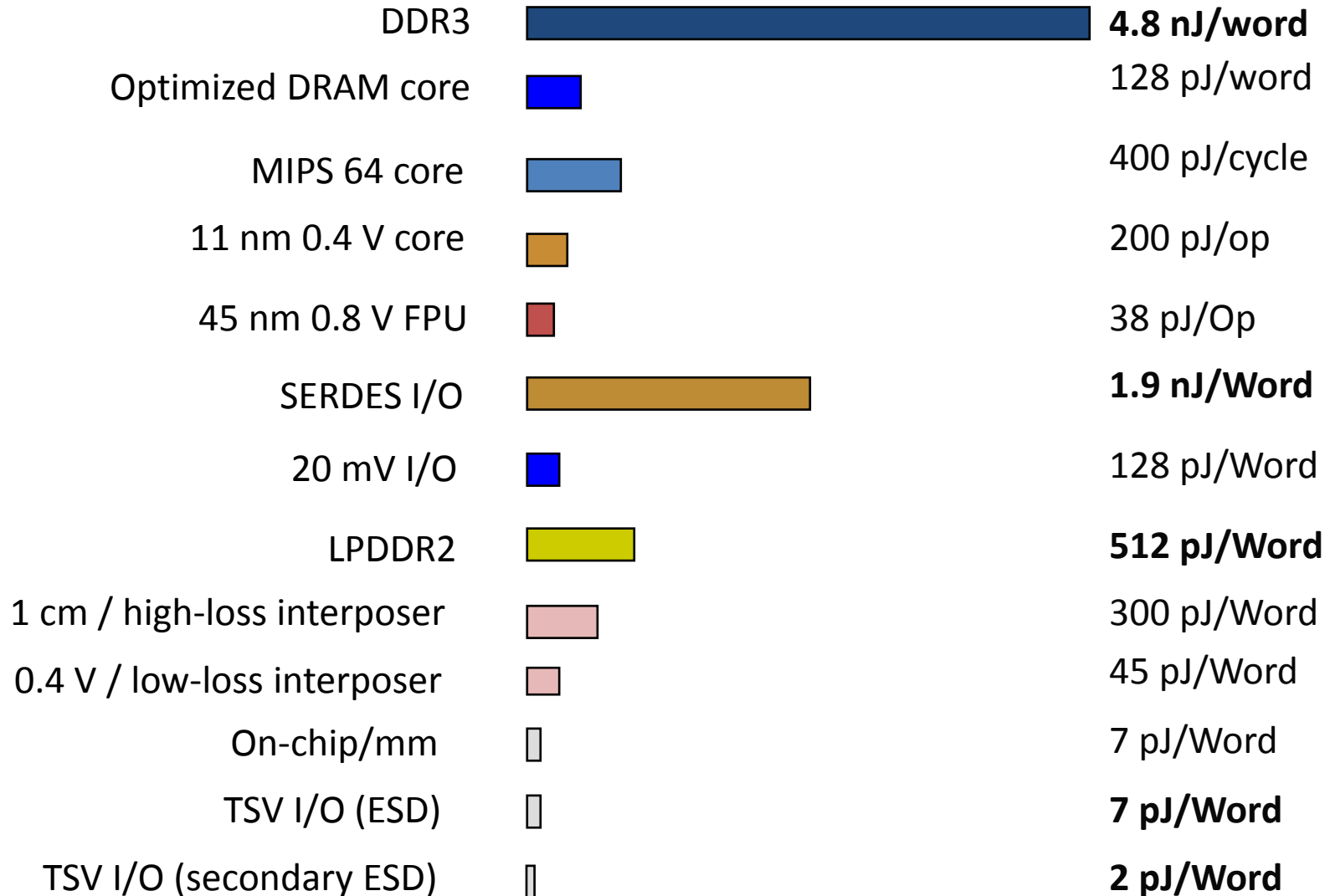
**Variability**

**Risk, TTM**

**Design Cost**

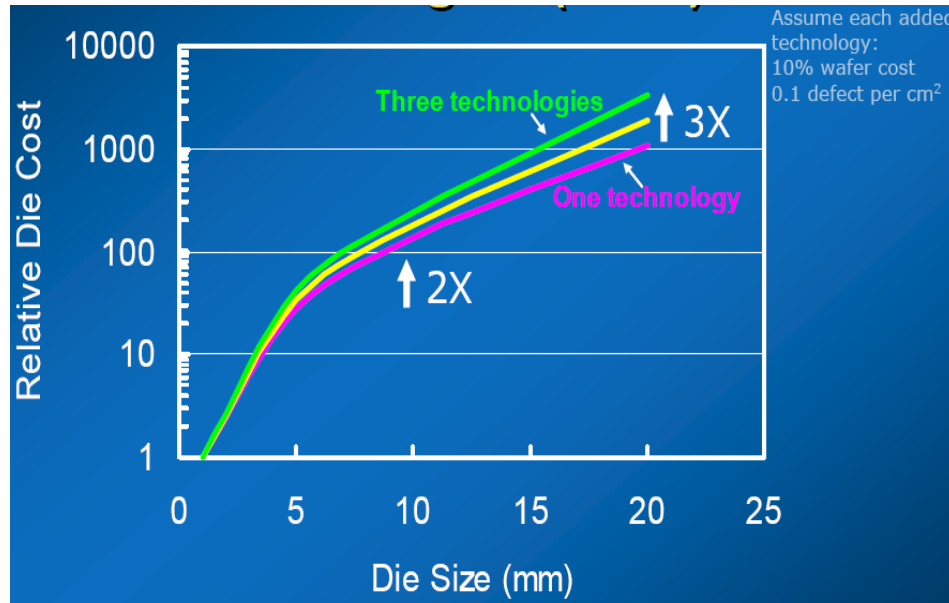
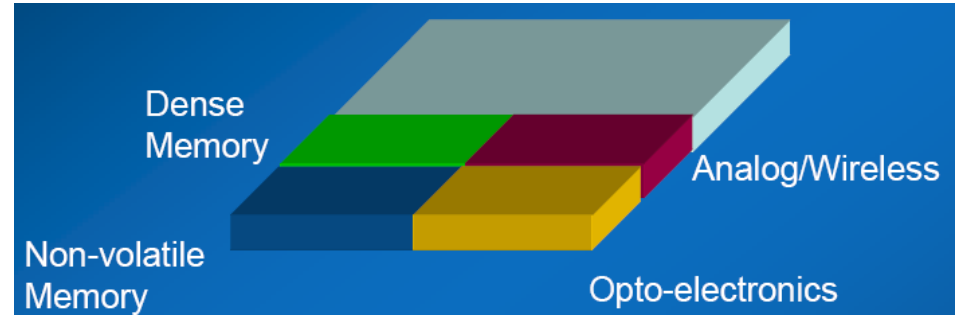
**Mask Cost**

**Yield Variations**

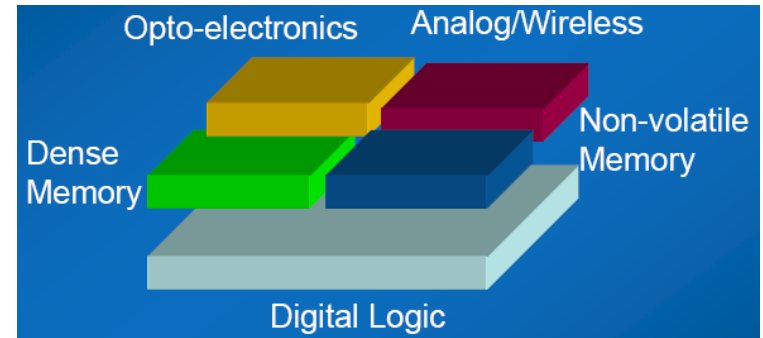


Heterogeneous integration on one die is usually expensive

3D stacking reduces cost for heterogeneous integration



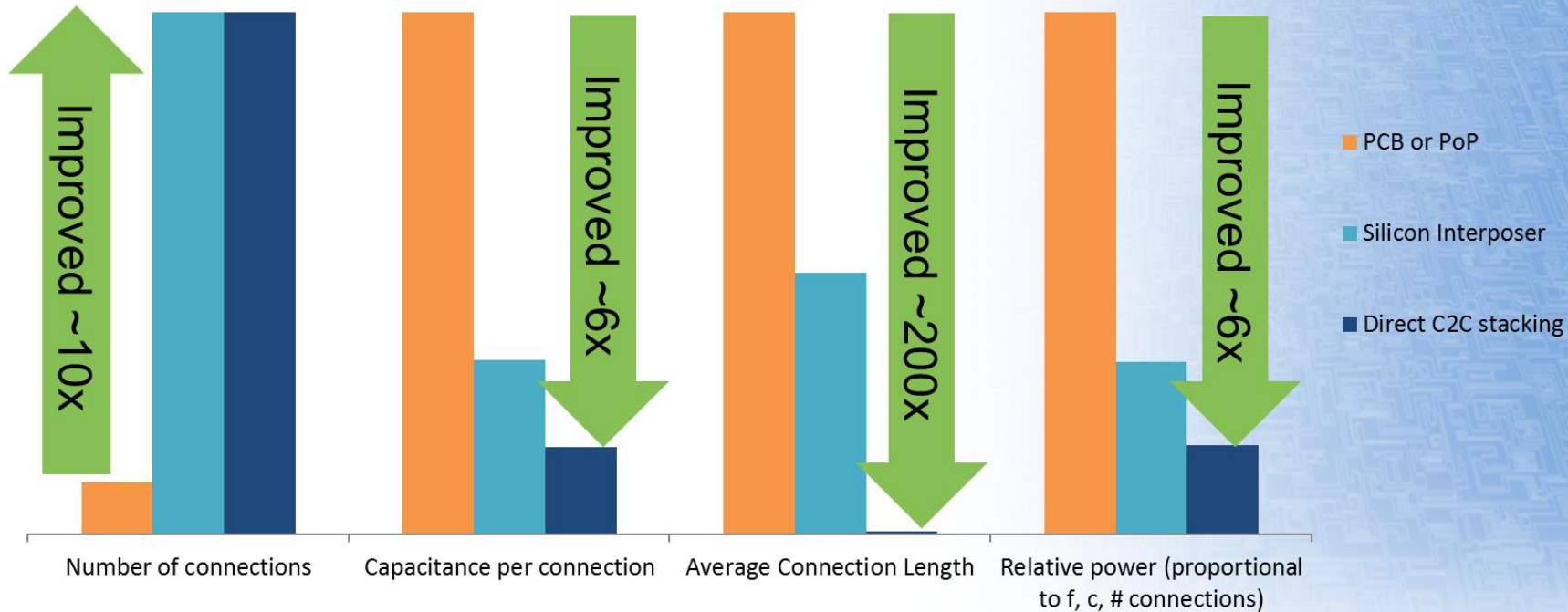
Courtesy: Borkar, Intel



Yuan Xie, Penn State Univ.

## General Benefits of TSVs

ChipEstimate.com™



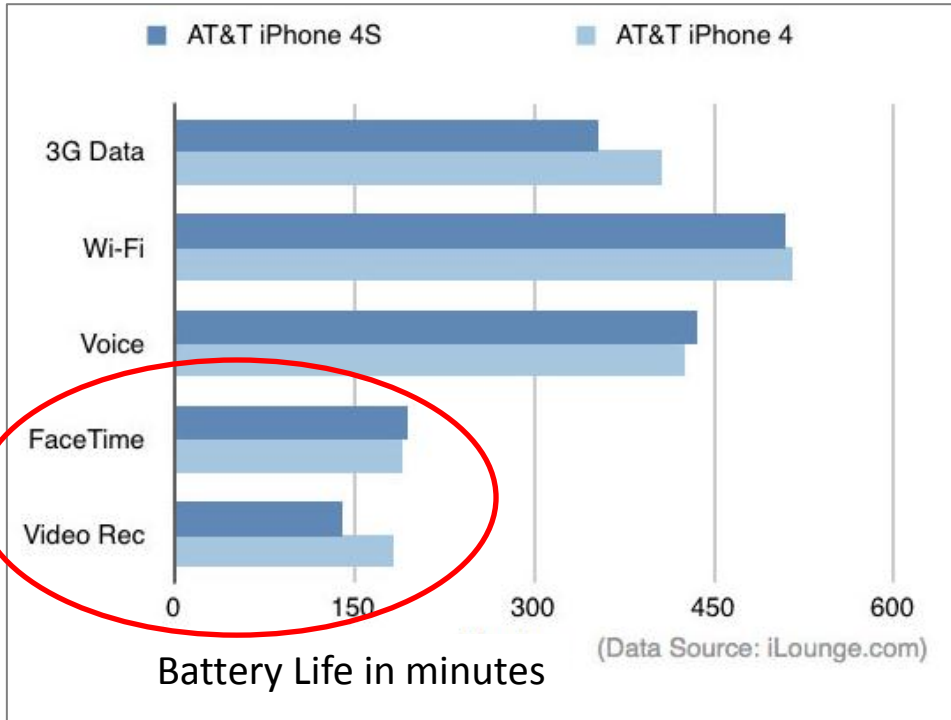
Design Automation Conference, San Francisco, June 2012

cadence®



# What's Different in the 2.5/3D Eco-System?

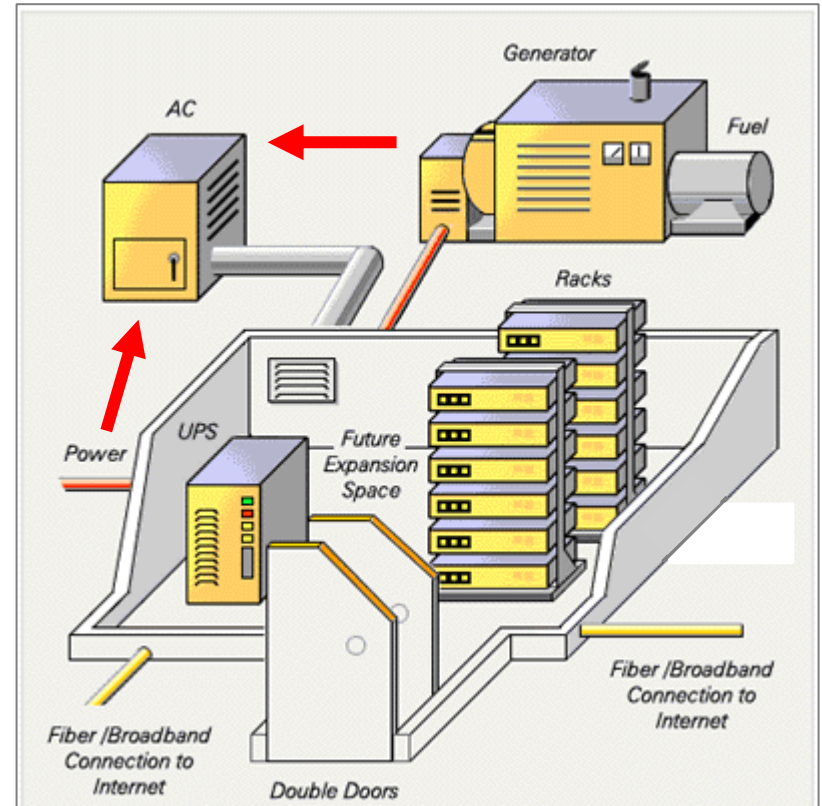
## Mobile Devices



<http://www.ilshayeb.com/?p=1494>

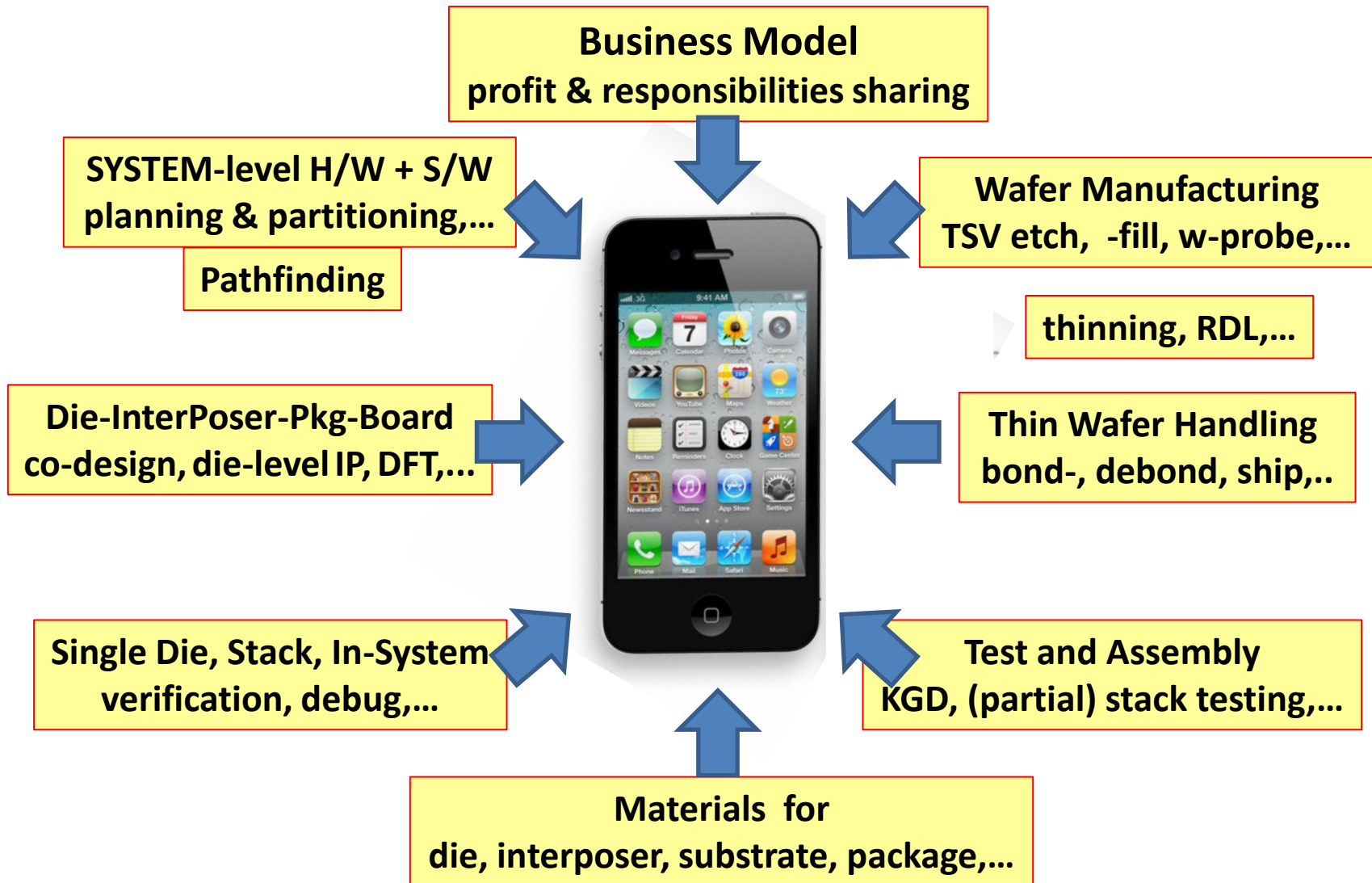
**Battery Life and System Price !!!**

## Data Centers



<http://www.lbl.gov/Science-Articles/Archive/data-center-energy-myth.html>

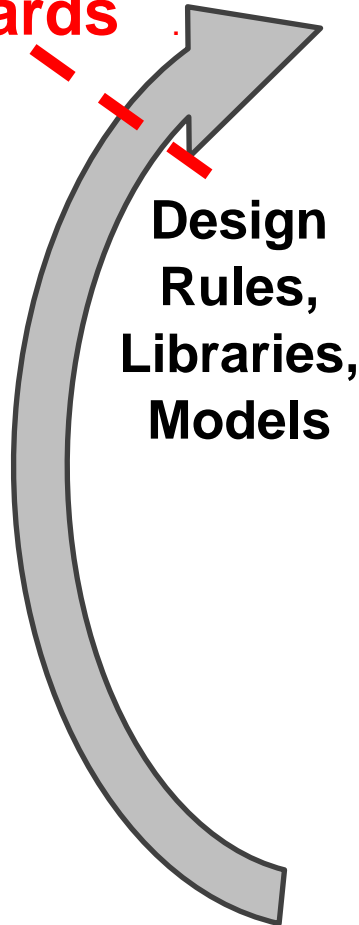
**Operating & Cooling Cost !!!**





Libraries, IP, Dice,...

**Standards**



Design Rules,  
Libraries,  
Models

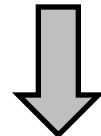
**Designers**



Design tools



Modeling tools



**Manufacturers**  
Fab, Assembly, Test

Design Files and  
Test Programs



**Standards for  
Hand-off Criteria**

### Standards Organizations

- Capture common requirements
- Help setting R & D priorities
- Manage pre-competitive JOINT development efforts
- Lead consensus towards standards
- Educate users, proliferate & update standards
- Domestic standards organizations, e.g.:



**IEEE**

**JEDEC**

**NIST**



- ...and many more standards organizations in foreign countries

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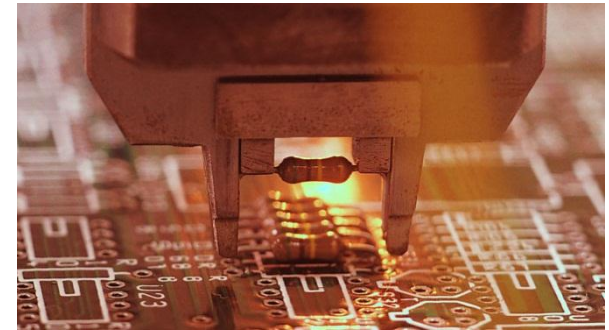
MISSION: Accelerating the next technology revolution



Research



Development



Manufacturing

**3D Enablement Center Members:** ADI, Altera, ASE, Invensas, LSI, NIST, ON Semi, Qualcomm

**3D Interconnect Program Member:** Hynix

**SEMATECH Core Members:** CNSE, Global Foundries, IBM, Intel, Samsung, TSMC

SEMATECH Standards Dashboard at: <http://wiki.sematech.org/3D-Standards>

## CLOSED

The smart people in the field work for us.

To profit from R&D we must discover it, develop it and ship it ourselves

If we discover it ourselves, we will get it to market first.

The company that gets an innovation to the market first, will win.

If we create the most and best ideas in industry, we will win.

We should control our IP so that our competitors don't profit from our ideas.

**1****2****3****4****5****6**

## OPEN

Not all smart people in the field work for us. We need to work with smart people inside AND outside our company.

External R&D can create significant value; internal R&D is needed to claim some portion of that value.

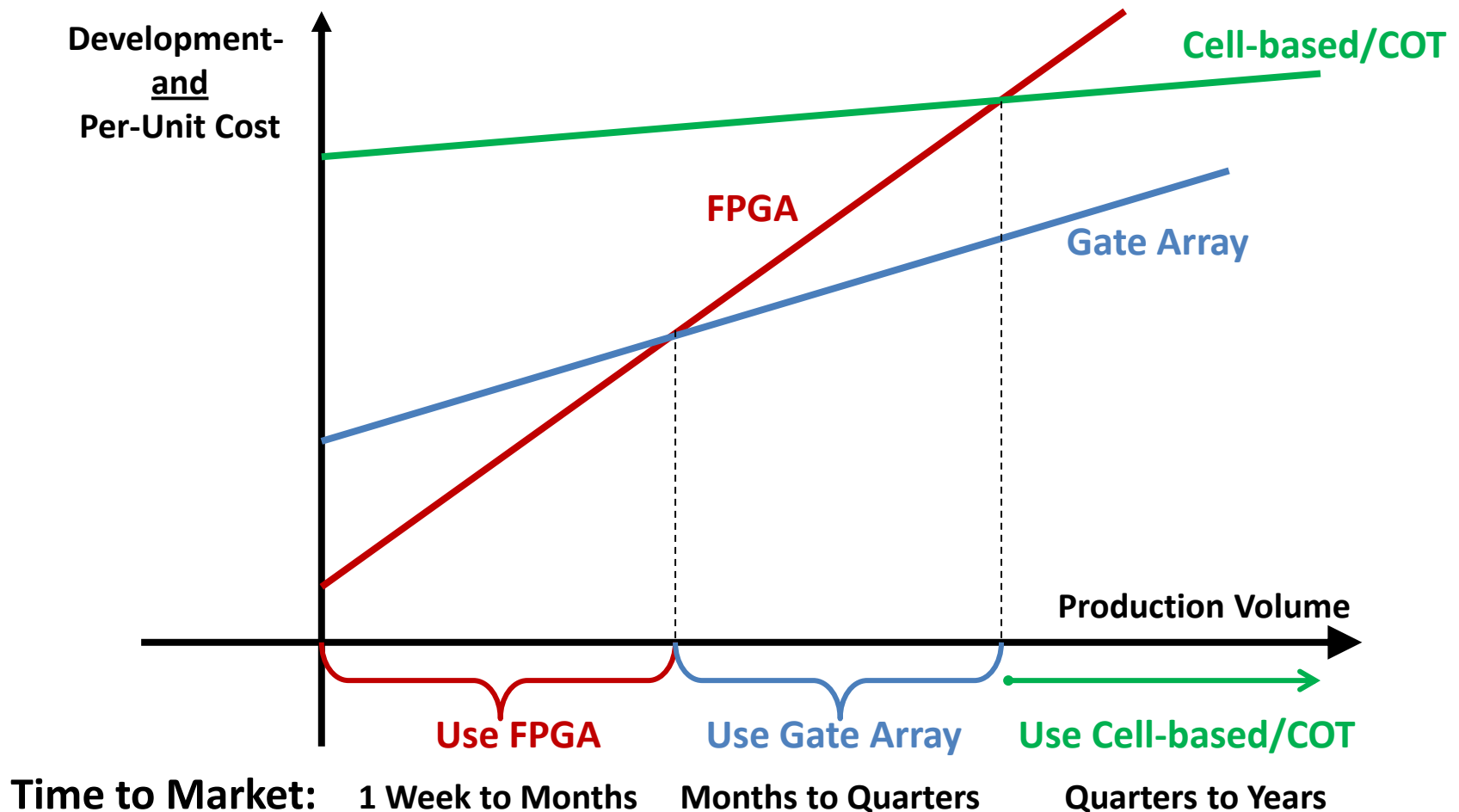
We don't have to originate the research to profit from it.

Building a better business model is better than getting to the market first.

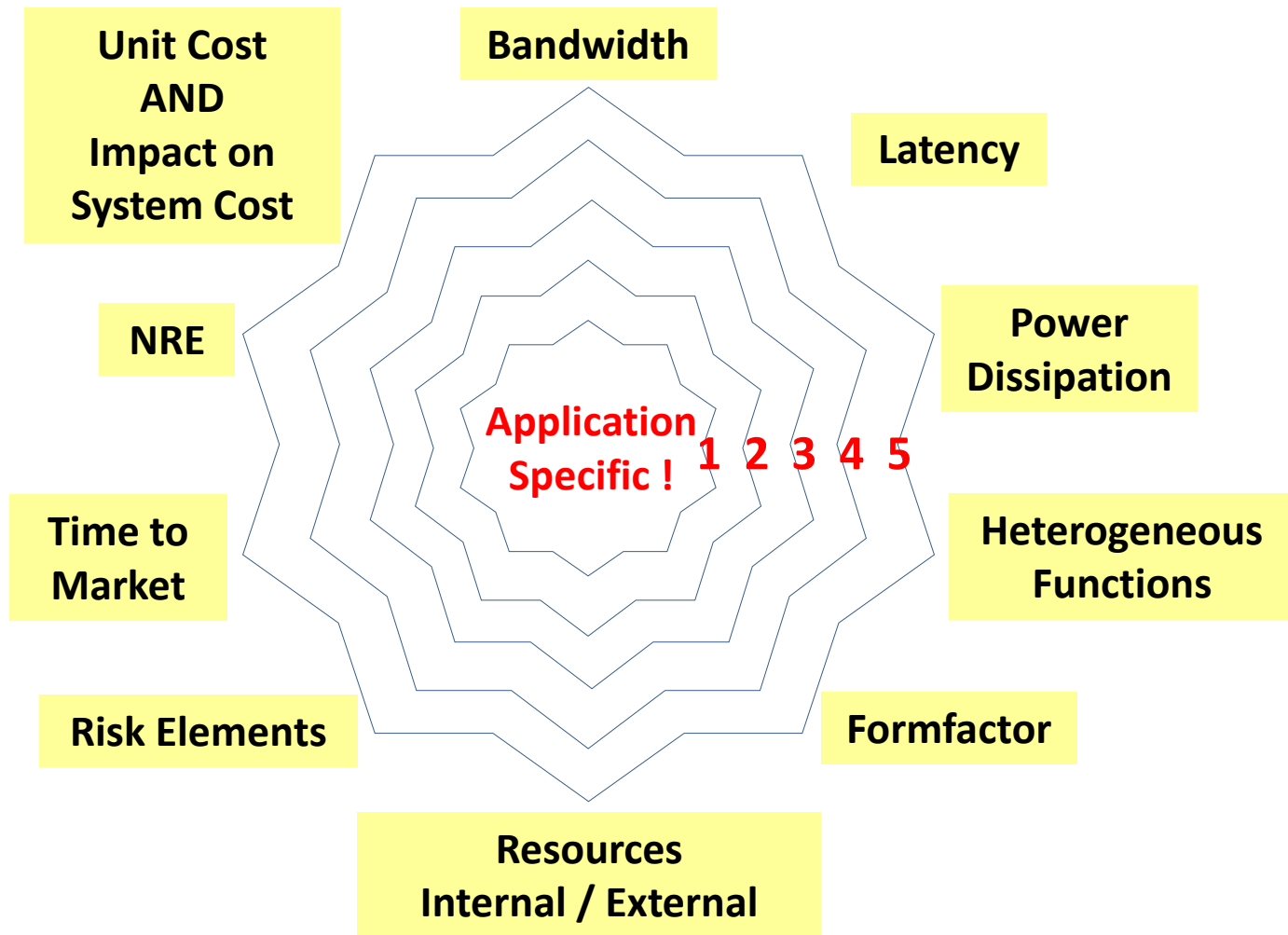
If we make the best use of internal and external ideas, we will win.

We should profit from others' use of our IP, and we should buy others' IP whenever it advances our business model.

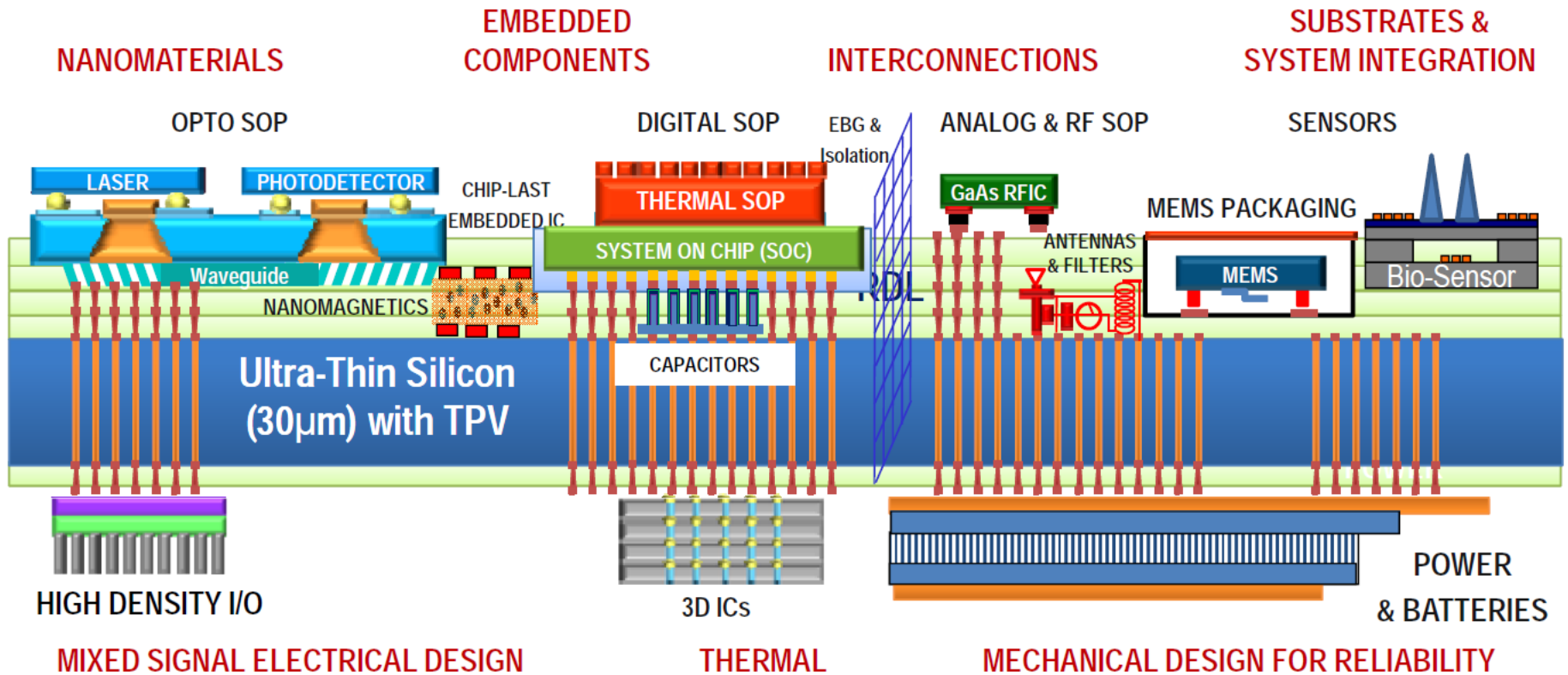
Total COST and Time-to-Market were the dominant criteria for technology selection



Examples for important technology selection criteria



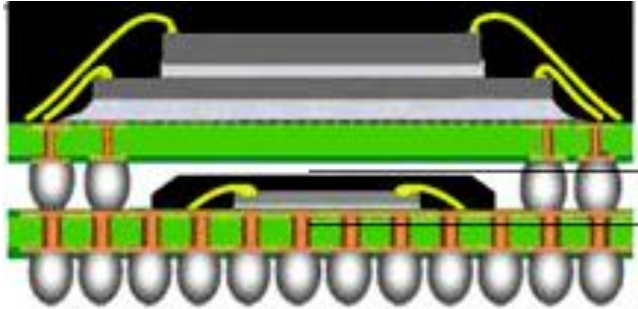
# eda2asic Tomorrow: 2.5/3D System Integration



Source: Rao Tummala, Georgia Institute of Technology, 3D Systems Packaging Research Center, Oct 2010

## **2.5 / 3D Products TODAY**





SoC and SiP,  
combined in a PoP

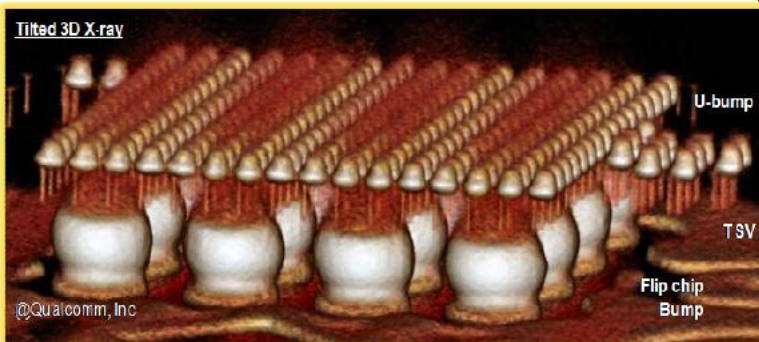
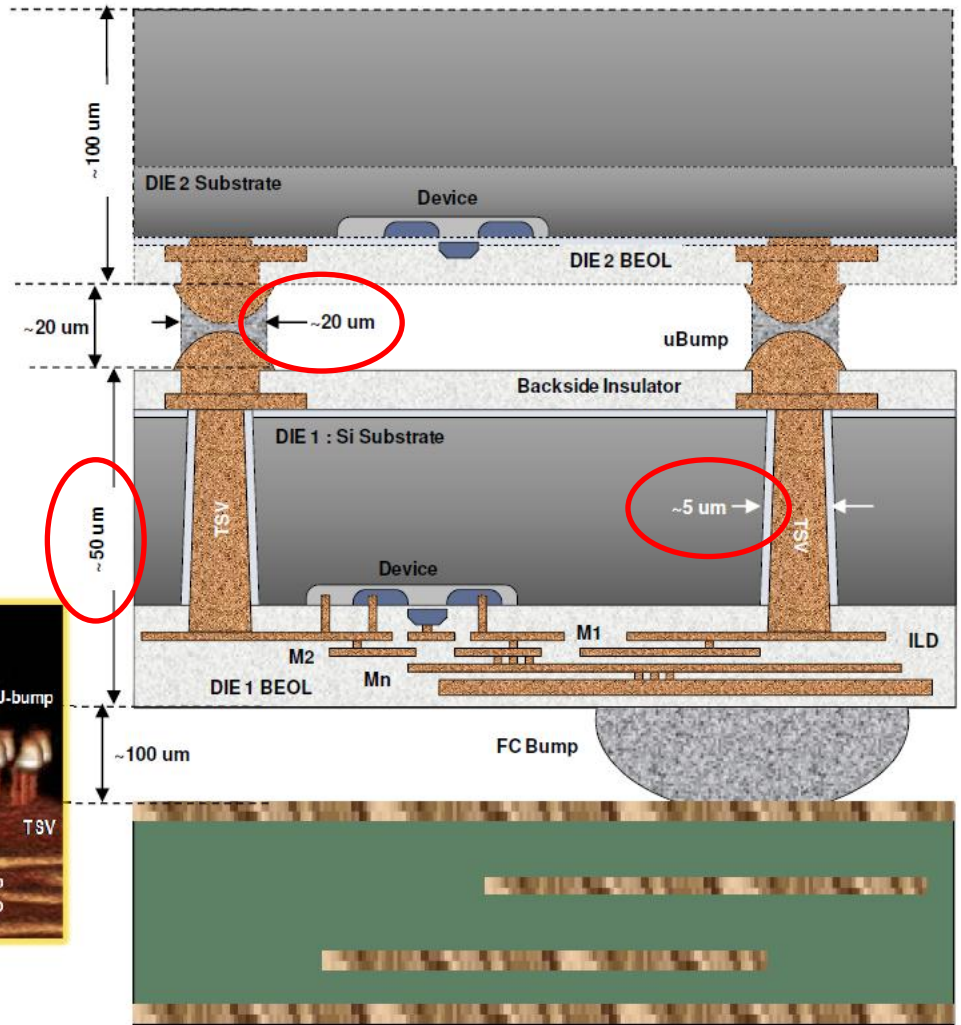
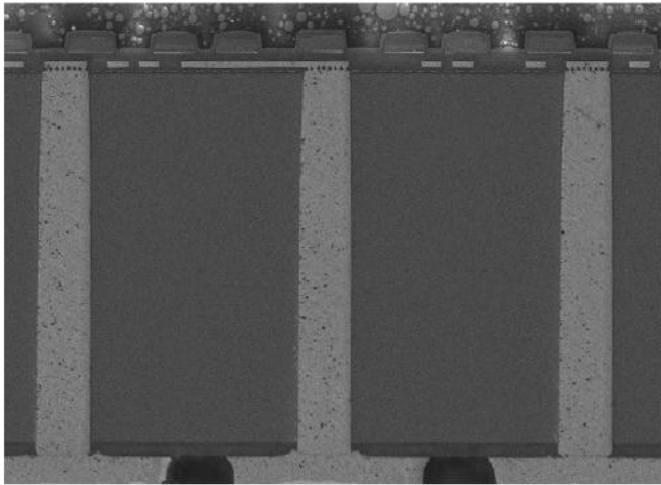
<http://www.design-reuse.com/articles/exit/?id=14887&url=http%3A%2F%2Fwww.commsdesign.com%2Farticle%2FprintableArticle.jhtml%3FarticleID%3D196700054>



PoP cross-section  
from [www.ifixit.com](http://www.ifixit.com)

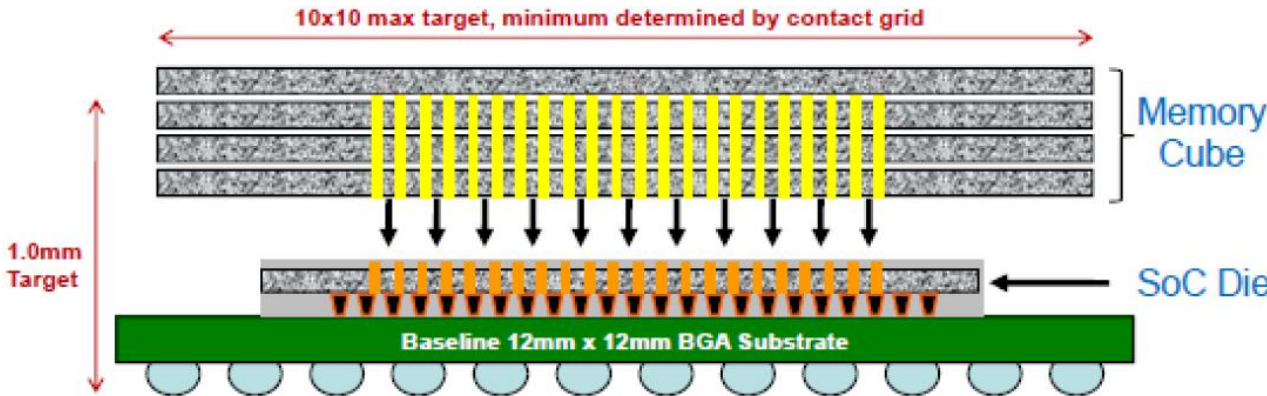
	PoP	SiP	Interposer	3D/TSV
Package Thickness	Red	Orange	Green	Green
Power Dissipation	Red	Orange	Yellow	Green
Access Time	Red	Orange	Yellow	Green
Bandwidth	Red	Orange	Yellow	Green
Industry Readiness	Green	Green	Yellow	Memory (Orange) Logic (Red)
	limited	o.k.	good	best

# Evolving to "Mainstream" 3D Technologies



Property	Copper Pillar Bump	Conventional Solder bump
Pitch	<50 um	>70 um
Connection density	>2000 per die	<1000 per die
Height	30 um to 50 um	50 um to 70 um
Electrical	Higher conductance	Lower conductance
Thermal	Higher conductance	Lower conductance
Mechanical	Higher yield strength	Lower yield strength

[http://www.edn.com/article/print/521939-Die to die bonding using copper pillars.php](http://www.edn.com/article/print/521939-Die%20to%20die%20bonding%20using%20copper%20pillars.php)



Standardized by JEDEC 42.6

Published in December 2011

Twice the bandwidth of LPDDR2 at the same power  
 Mobile HD video: **12.8 MB/sec**

4 channels, each 128 data bits  
 1200 total connections

1.2V CMOS signal levels  
 Pad-pitch: **40 x 50 microns**

Boundary scan to test I/C

Locations of thermal sensors

Exact mechanical dimensions  
 (defined by JC 11)

Courtesy: Intel and JC 42.6

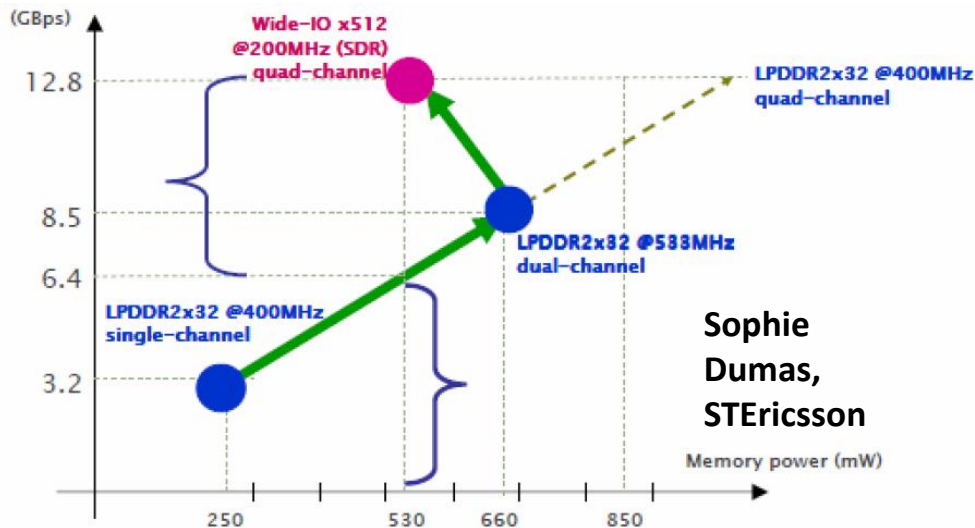
## Channel A

## Channel B

44	45	46	47	48	49	50									51	52	53	54	55	56
C44	C45	C46	C47	C48	C49	C50									C50	C49	C48	C47	C46	C45
2150	2200	2250	2300	2350	2400	2450	2500	2550	2600	2650	2700	2750	2800	2850	2900	2950	3000	3050		
VDD2	VDD2	DM15a	DAa	DM14a	VSS	VSS	nb	nb	nb	nb	nb	nb	VSS	VSS	DM14b	DAb	DM15b	VDD2		
VDD2	VDD2	DQ123a	NC	DQ118a	VSS	VSS	nb	nb	nb	nb	nb	nb	VSS	VSS	DQ118b	NC	DQ123b	VDD2		
DQ108a	DQ124a	VDDQ	DQS7_c	VSSQ	DQ112a	VDD1	nb	nb	nb	nb	nb	nb	VDD1	DQ112b	VSSQ	DQS7_b	VDDQ	DQ124b		
DQ109a	DQ125a	VDDQ	DQS7_b	VSSQ	DQ113a	VDD1	nb	nb	nb	nb	nb	nb	VDD1	DQ113b	VSSQ	DQS7_b	VDDQ	DQ125b		
DQ110a	DQ126a	DQ122a	DQ119a	DQ117a	DQ114a	VDD1	nb	nb	nb	nb	nb	nb	VDD1	DQ114b	DQ117b	DQ119b	DQ122b	DQ126b		
DQ111a	DQ127a	DQ121a	DQ120a	DQ116a	DQ115a	RST0_n	nb	nb	nb	nb	nb	nb	RST1_n	DQ115b	DQ116b	DQ120b	DQ121b	DQ127b		
nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb
nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb	nb
DQ111d	DQ127d	DQ121d	DQ120d	DQ116d	DQ115d	RST3_n	nb	nb	nb	nb	nb	nb	RST2_n	DQ115c	DQ116c	DQ120c	DQ121c	DQ127c		
DQ110d	DQ126d	DQ122d	DQ119d	DQ117d	DQ114d	VDD1	nb	nb	nb	nb	nb	nb	VDD1	DQ114c	DQ117c	DQ119c	DQ122c	DQ126c		
DQ109d	DQ125d	VDDQ	DQS7_b	VSSQ	DQ113d	VDD1	nb	nb	nb	nb	nb	nb	VDD1	DQ113c	VSSQ	DQS7_b	VDDQ	DQ125c		
DQ108d	DQ124d	VDDQ	DQS7_c	VSSQ	DQ112d	VDD1	nb	nb	nb	nb	nb	nb	VDD1	DQ112c	VSSQ	DQS7_c	VDDQ	DQ124c		
VDD2	VDD2	DQ123d	NC	DQ118d	VSS	VSS	nb	nb	nb	nb	nb	nb	VSS	VSS	DQ118c	NC	DQ123c	VDD2		
VDD2	VDD2	DM15d	DAd	DM14d	VSS	VSS	nb	nb	nb	nb	nb	nb	VSS	VSS	DM14c	DAd	DM15c	VDD2		
2150	2200	2250	2300	2350	2400	2450	2500	2550	2600	2650	2700	2750	2800	2850	2900	2950	3000	3050		
C44	C45	C46	C47	C48	C49	C50							C50	C49	C48	C47	C46	C45		
44	45	46	47	48	49	50							51	52	53	54	55	56		

## Channel D

## Channel C

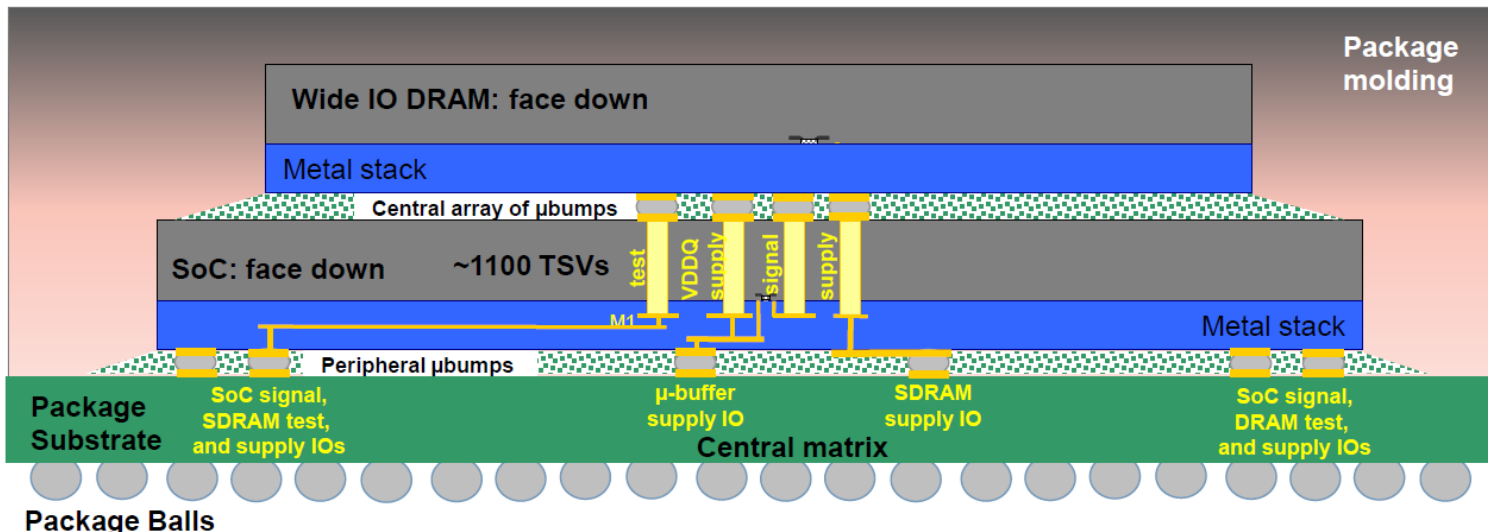


JEDEC (JC 42.6) released Q4, 2011 the first Wide I/O Standard

**TWICE the Bandwidth** at the same Power Dissipation as LPDDR2

**Drivers:** Samsung, Elpida, Hynix, Micron, Qualcomm, TI, Intel, AMD, ST, Apple, Advantest and others

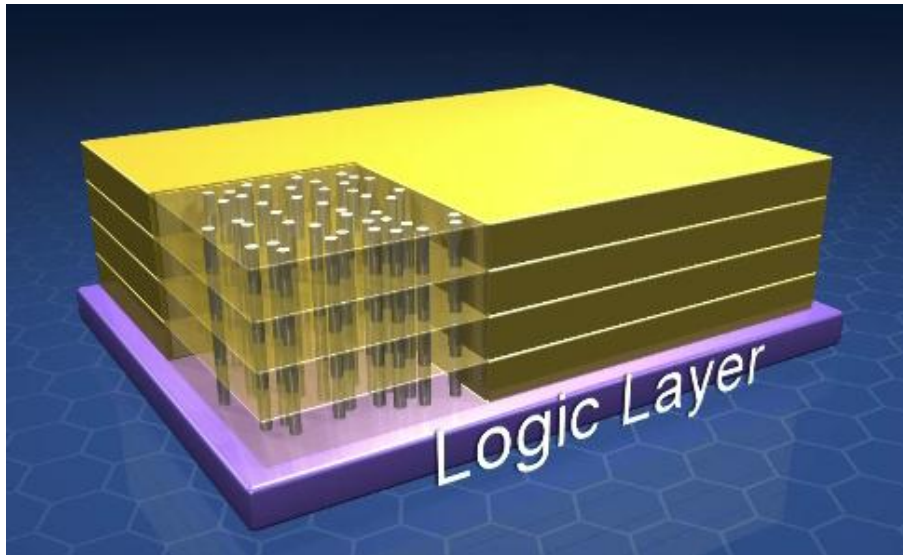
Sophie Dumas, STEricsson



## Wioming Test-Chip

<http://eda360insider.wordpress.com/2011/12/14/3d-week-wide-io-sdram-network-on-chip-multicore-tsv-asynchronous-logic-3d-soc-stack-from-cea-leti-and-st-ericsson-hits-all-the-advanced-notes-can-you-say-tour-de-force/>

Hybrid Memory Cube Consortium



HMC Consortium founded by Micron and Samsung in Oct 2011.

HMC combines high-speed logic process technology with a stack of through-silicon-via (TSV) bonded memory die.

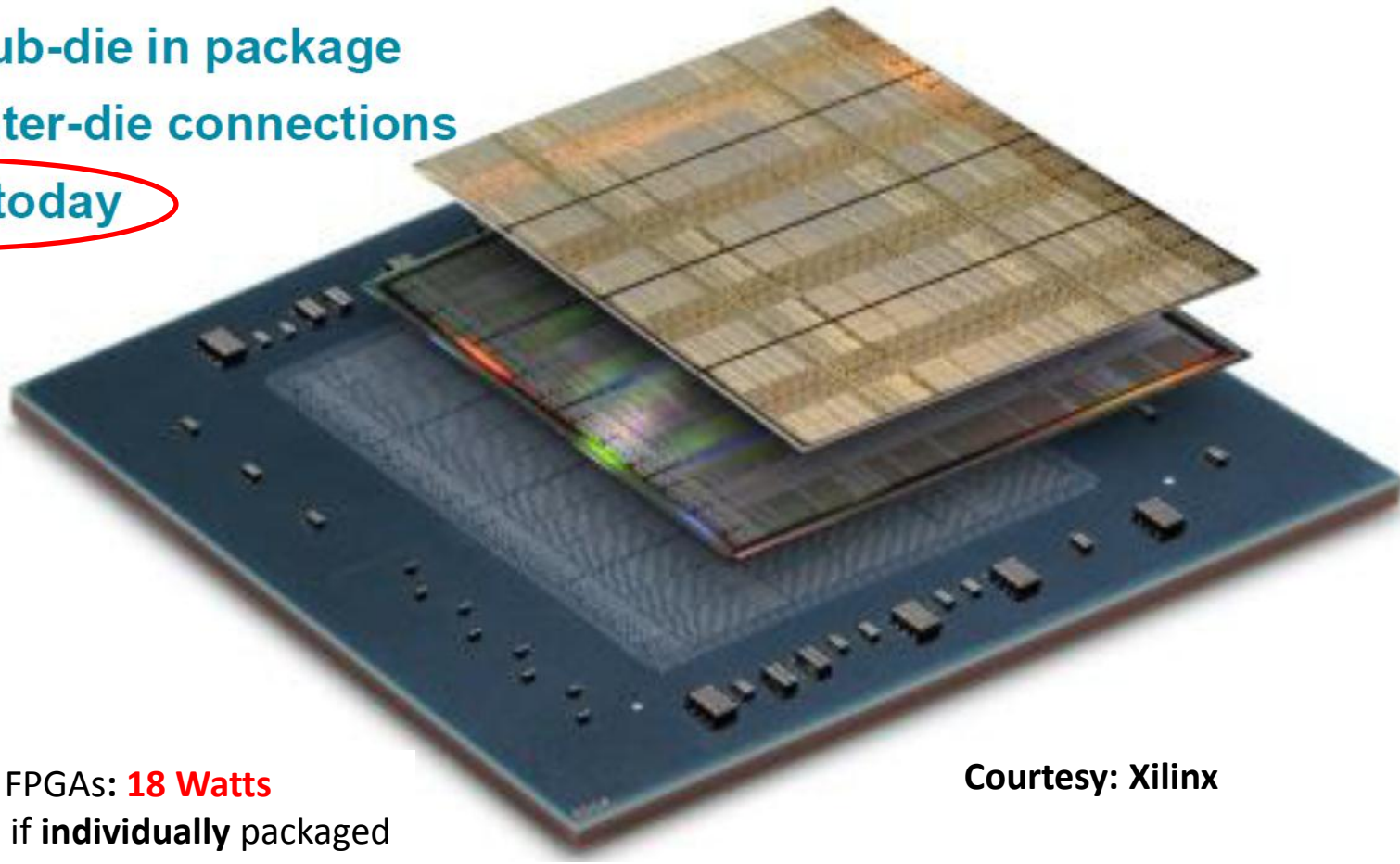
A single HMC can provide more than **15x the performance** of a DDR3 module.

Utilizes **70% less energy per bit** than DDR3 DRAM technologies..

HMC increases density per bit and reduces form factor - nearly **90% less space** than today's RDIMMs.

<http://hybridmemorycube.org/technology.html>

- Virtex 2000T – 2 million logic cells
- 4-layer metal Si interposer with TSV
- 4 FPGA sub-die in package
- >10,000 inter-die connections
- Shipping today



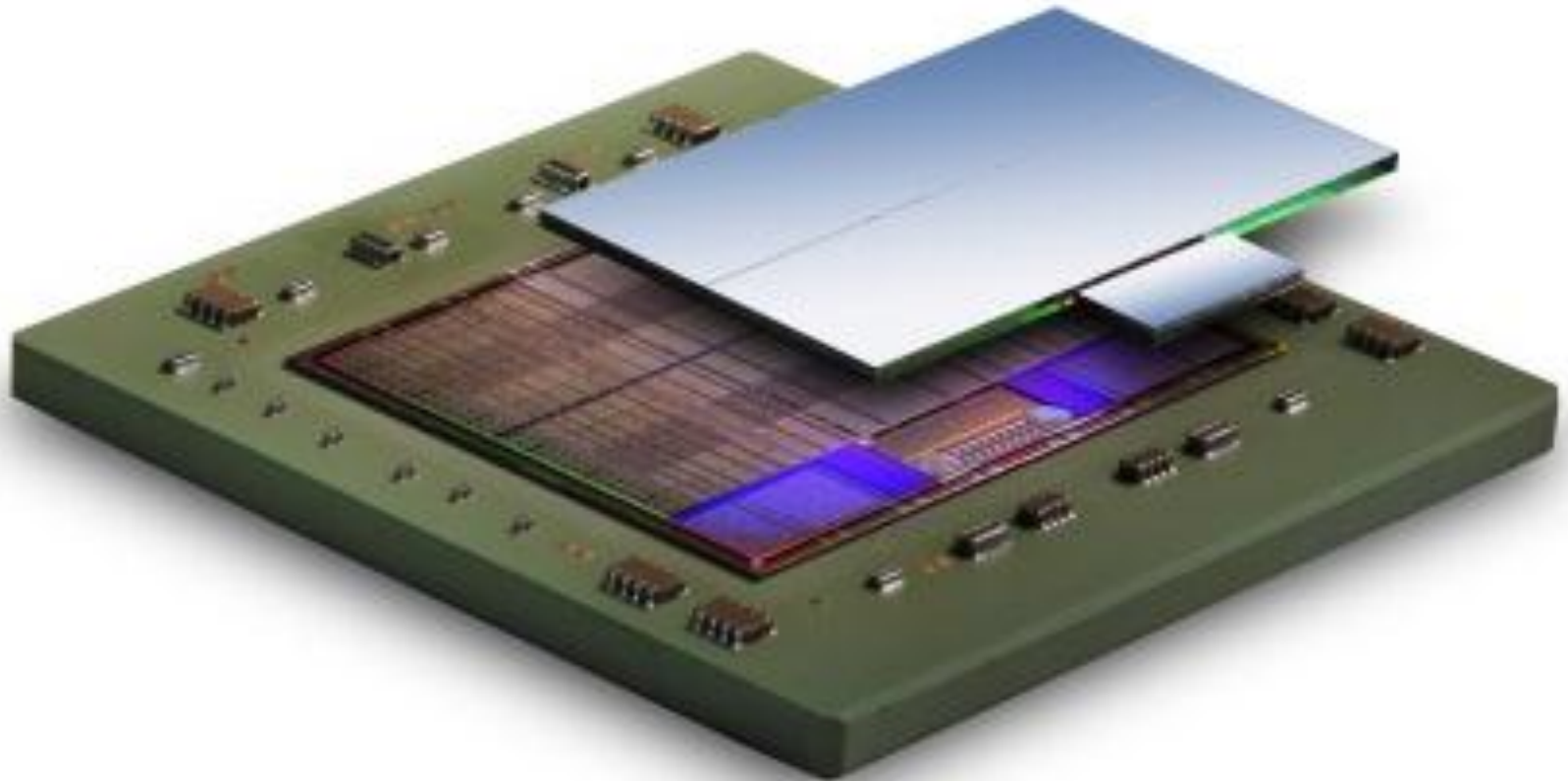
Power of these 4 FPGAs: **18 Watts**  
Versus 120 Watts if **individually** packaged

Courtesy: Xilinx

Virtex-7 H580T **Heterogeneous FPGA** announced May 30, 2012

**Up to sixteen 28 Gbps and seventy-two 13.1 Gbps transceivers**

Single-package solutions for addressing key Nx100G and 400G line card applications



[http://www.eetimes.com/electronics-products/electronic-product-reviews/fpga-pld-products/4374071/Xilinx-ships-the-world-s-first-heterogeneous-3D-FPGA?cid=NL\\_EETimesProducts](http://www.eetimes.com/electronics-products/electronic-product-reviews/fpga-pld-products/4374071/Xilinx-ships-the-world-s-first-heterogeneous-3D-FPGA?cid=NL_EETimesProducts)



TSMC's 2.5D Technology:  
CoWoS = Chip on Wafer  
on Substrate



## EDA Readiness / Challenges

■ Flow exists   
 ■ Existing flows can be adapted   
 ■ Needs EDA support

Focus Areas	Path finding	Tier Design & Verification	Die Stack Verification and Perf. Validation
Design Partitioning & Chip-Package Co-Design			
Abstract Views			
Physical, Functional, and Timing Verification			
Connectivity Management			
SI/PI Analysis			
Thermal Analysis			
Thermo-mechanical Assessment			
Others: data exchange, scalability of database, etc.			

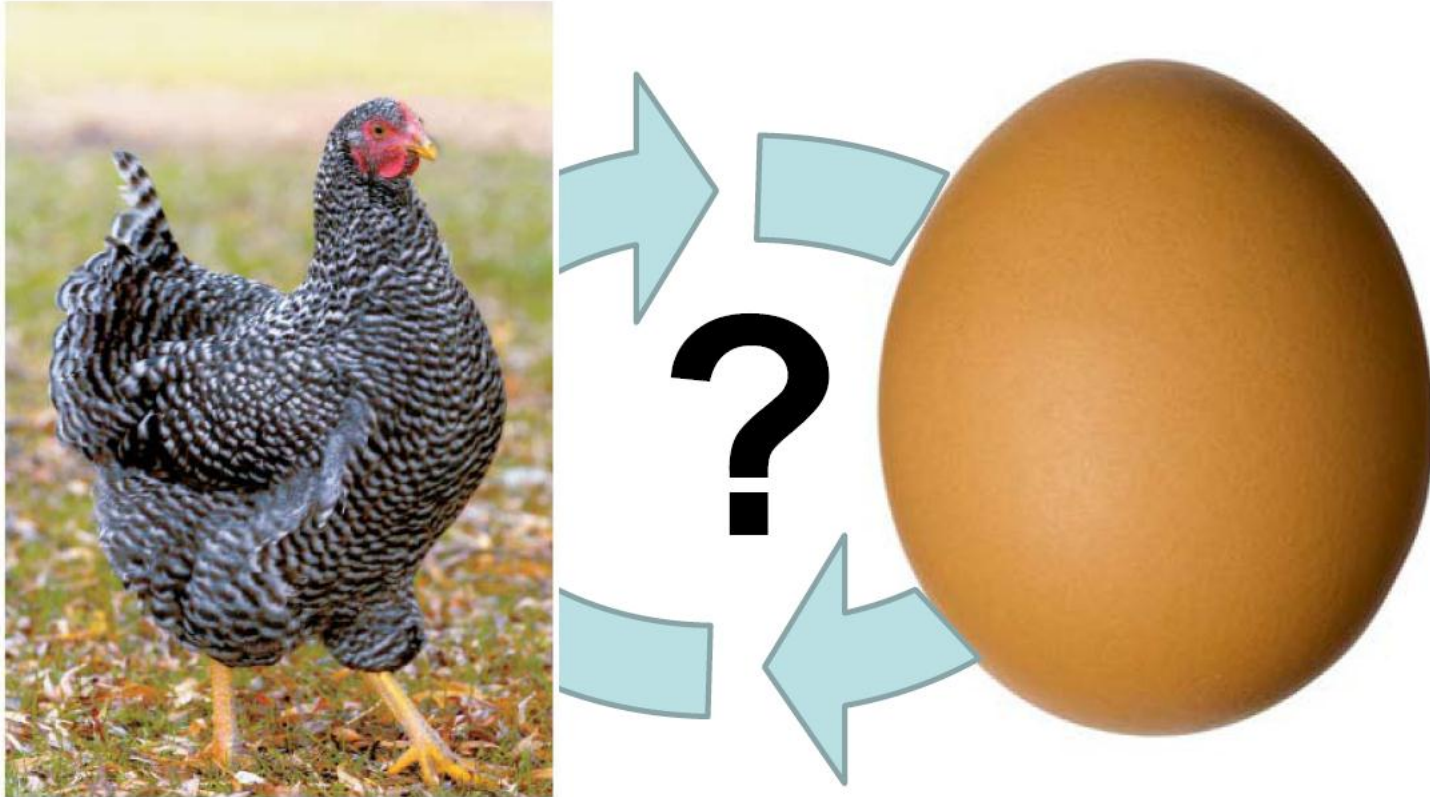
© 2012 Altera Corporation - Confidential

[http://www.electroiq.com/blogs/insights\\_from\\_leading\\_edge/2012.html](http://www.electroiq.com/blogs/insights_from_leading_edge/2012.html)

Company	Interposer-	3D Solution
TSMC	2H 2011	2012-2013
UMC		2H 2011
GlobalFoundries		2013
IBM	2011	
Samsung		2012
Elpida		2H 2011
Micron		2012
Nanya		2011-2012
ASE	2012-2013	
STATSChipPAC		2013
Amkor	2H 2011	
SPIL	2011	2012
Qualcomm		2013
Nokia		2012-2013
Xilinx	2H 2011	
Dell		2012

YOLE Micronews  
January 2011

<http://www.i-micronews.com/lectureArticle.asp?id=6351>

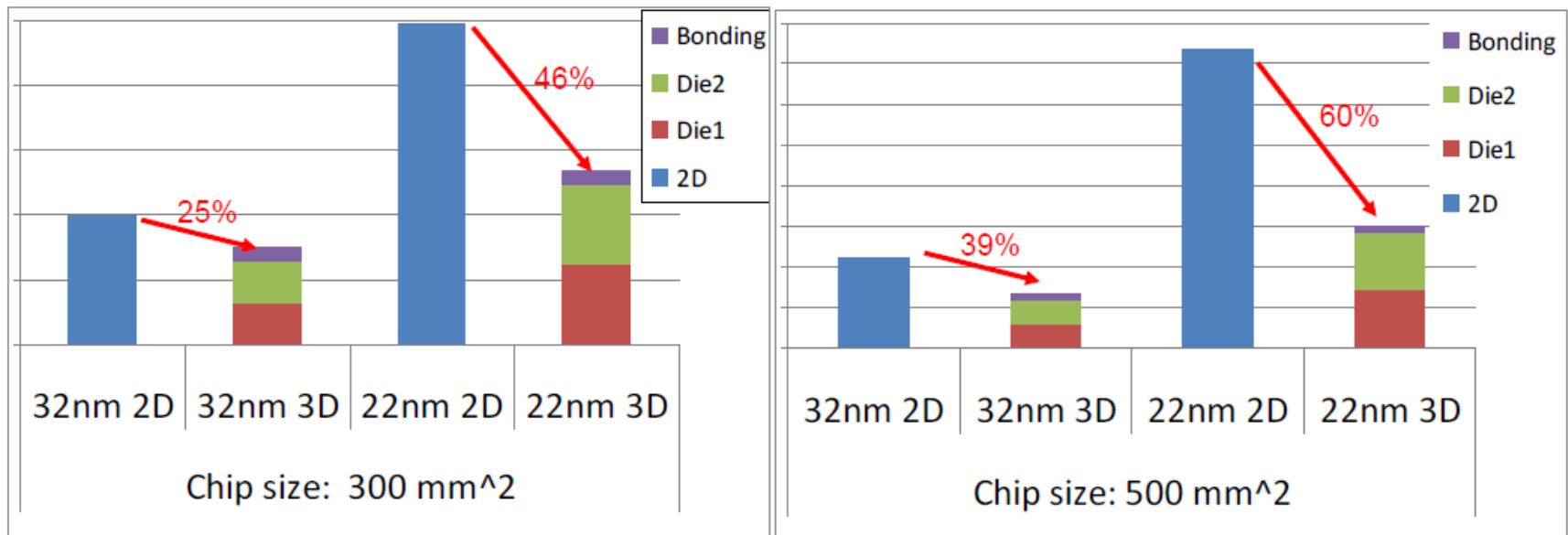


What comes first ?

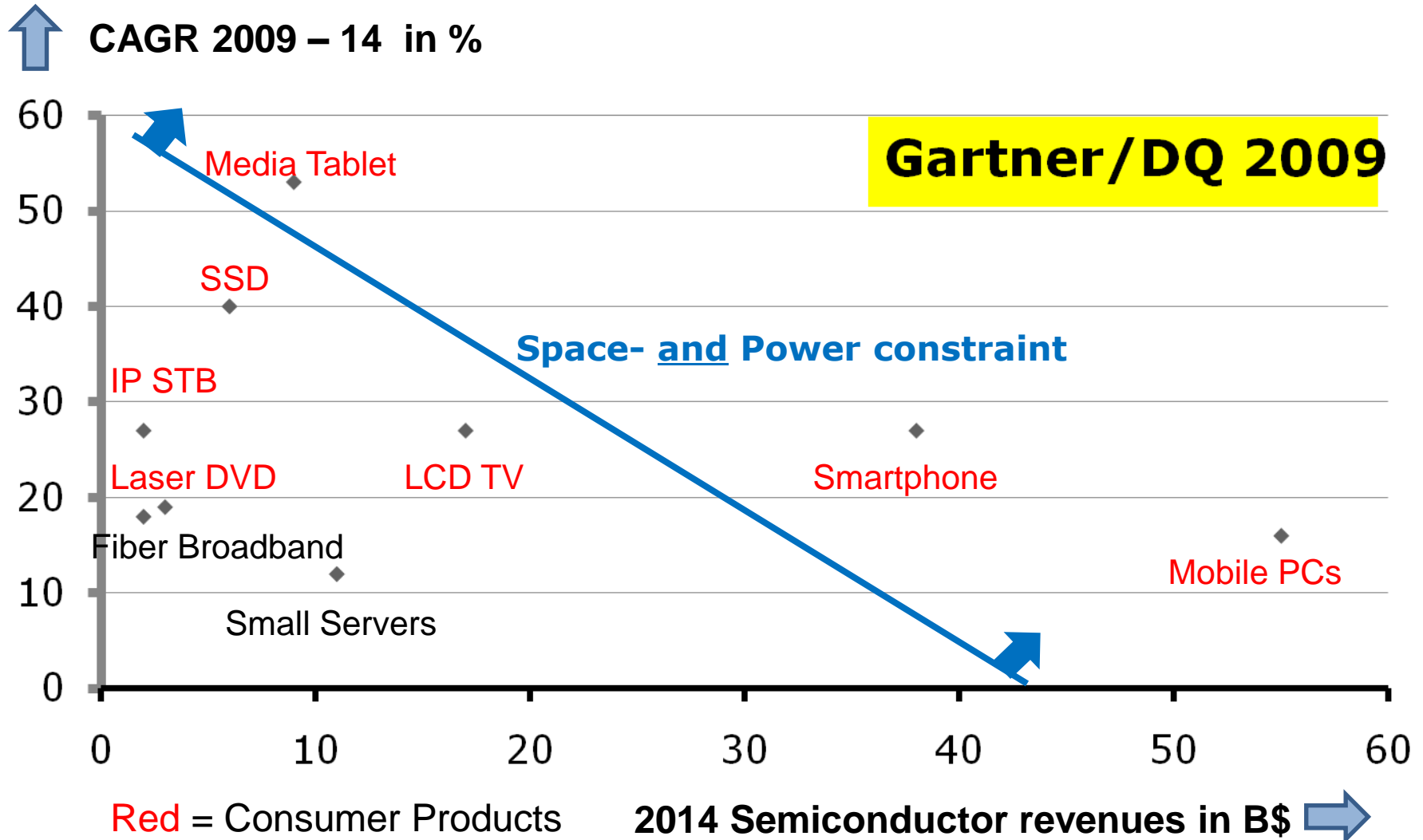
Strong customer demand for 3D ICs or a wide range of 3D capabilities?

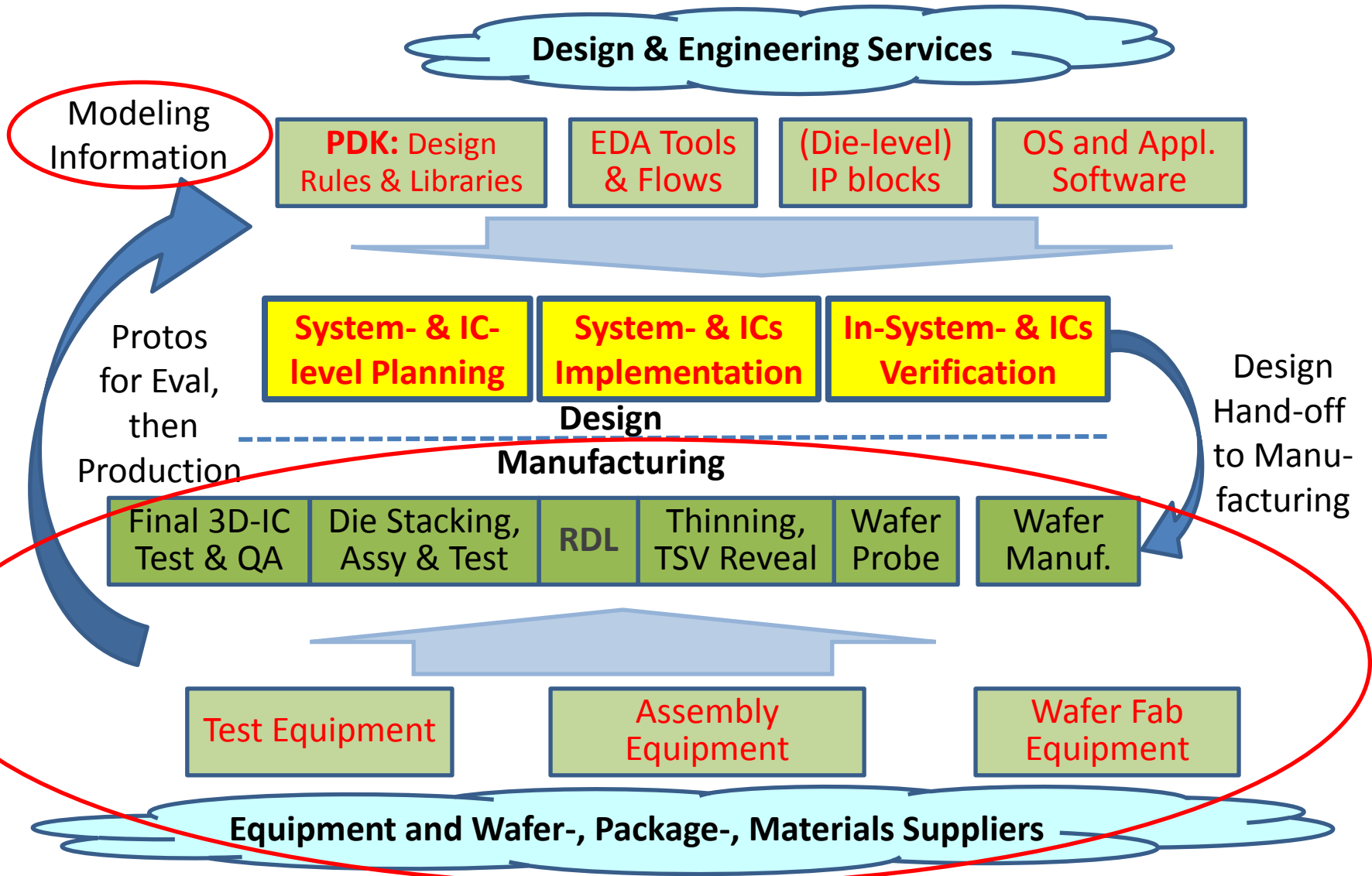
**Opportunities for MEPTEC Members**  
**Micro**Electronics, **Packaging and Test** **Engineering Council**

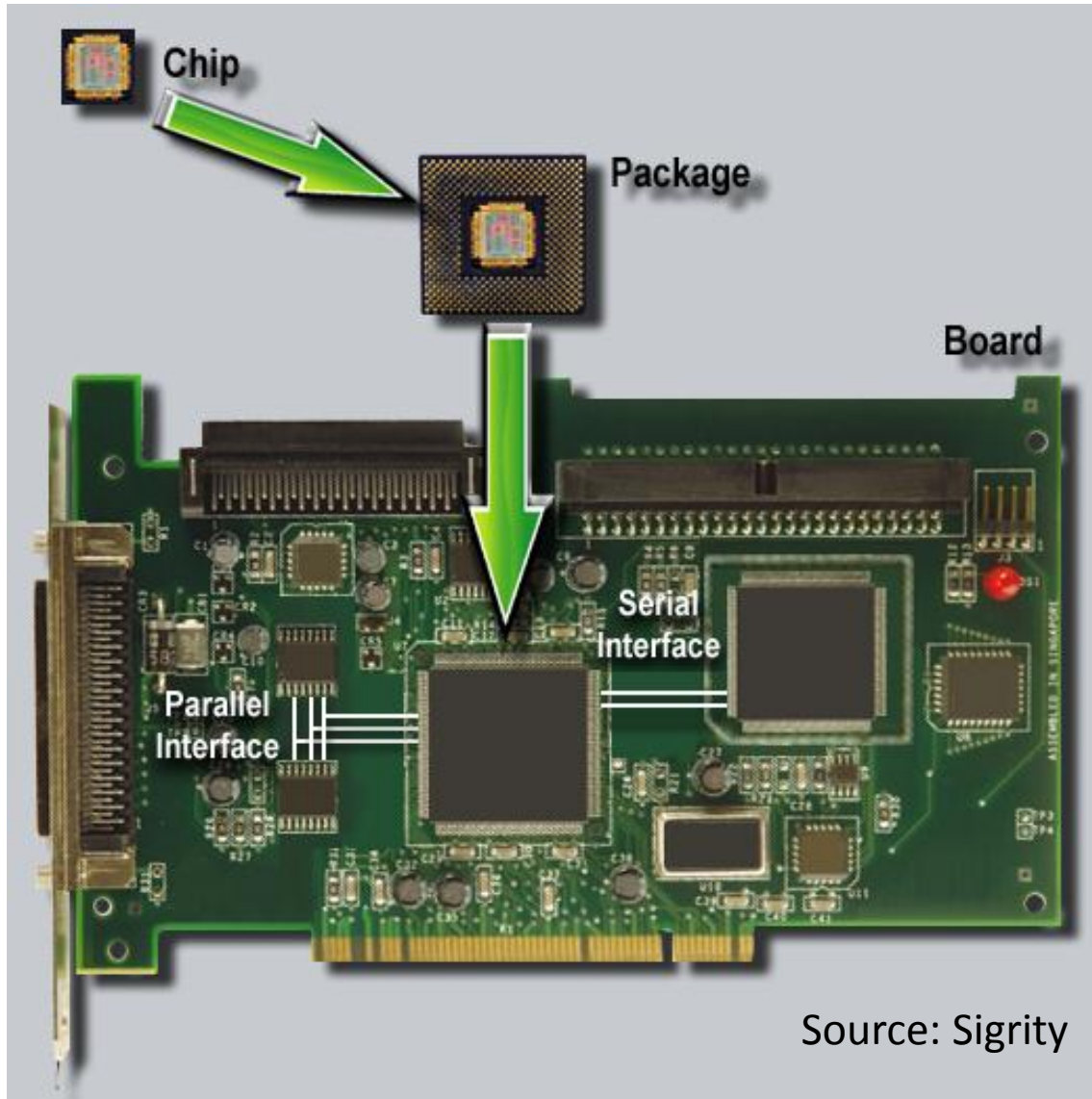
- 3D stacking offers cost advantage for large chip with billions of transistors
  - Multiple smaller dies with higher yield;
  - Fewer number of metal layers to satisfy routing constraints for smaller chip



Source: Yuan Xie, PSU



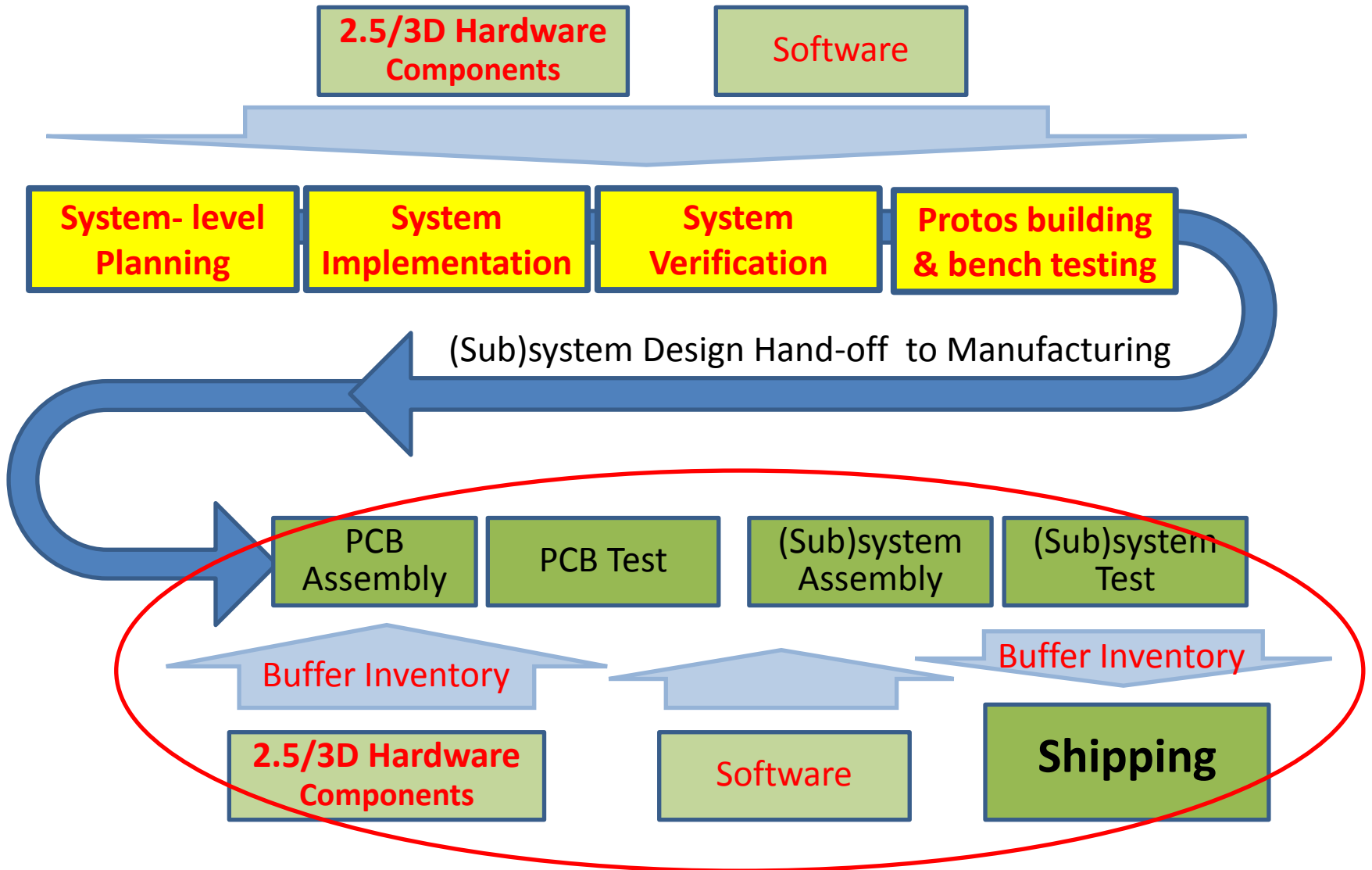


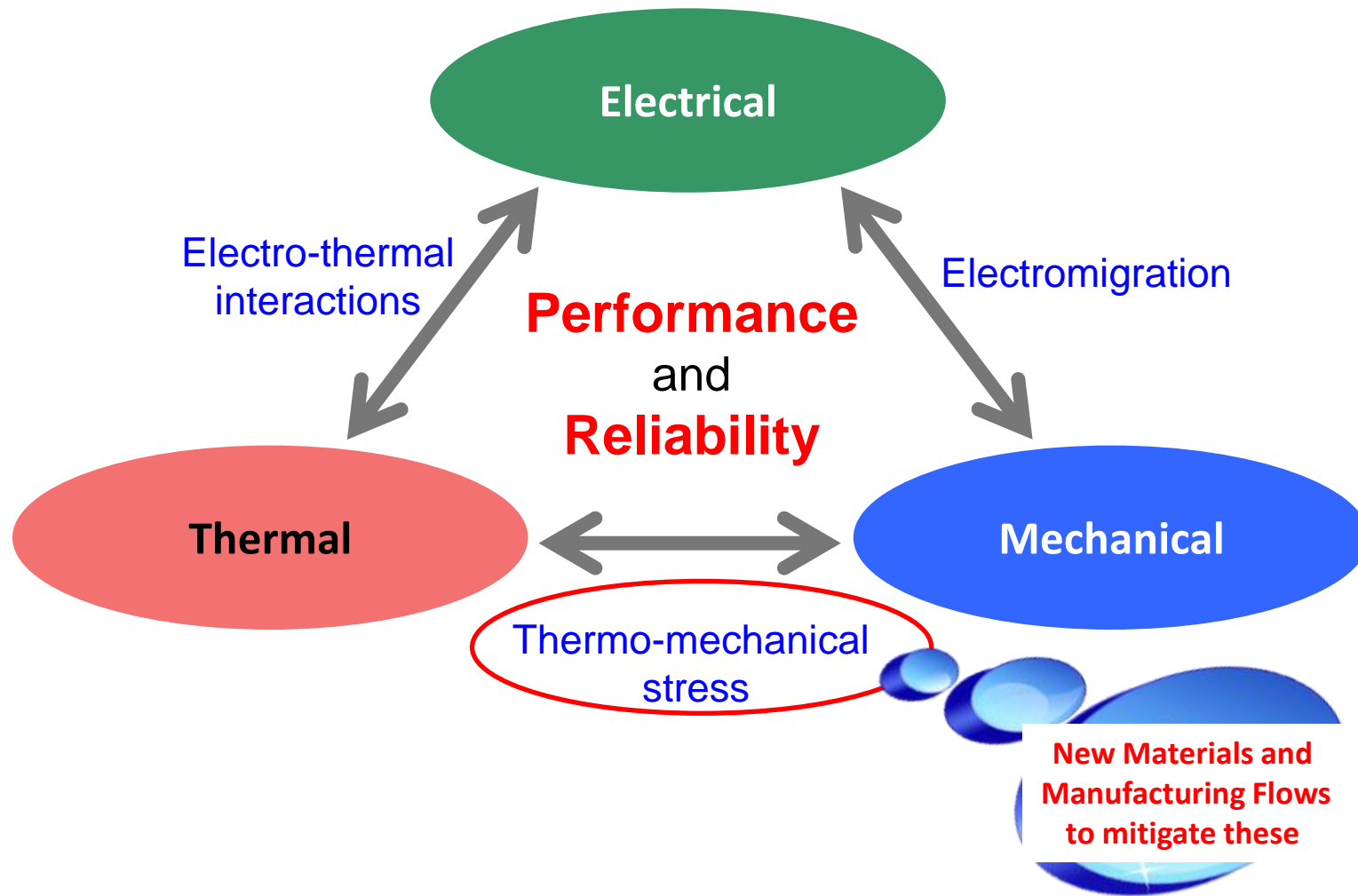


**System-Integration on  
Printed-Circuit-Boards:**

**Proven technologies,  
Supply chain established,  
Business model known,  
Customer expectations  
are established !**







## Wafer manufacturing

- TSV Etching
- TSV Insulating
- TSV Filling (Cu or ..)
- Thermal/mechanical stress
- Via first/middle/last
- Wafer probing
- Size: 5 x 50 → 2 x 40 um

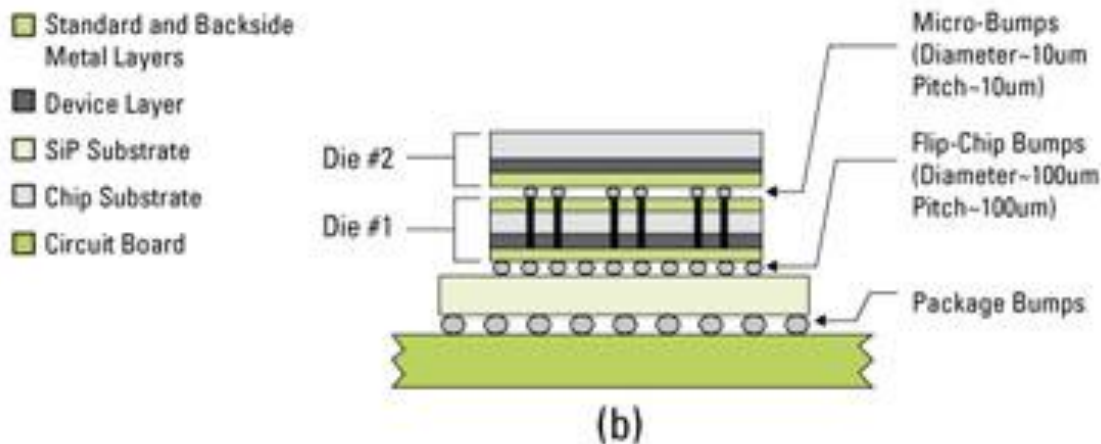
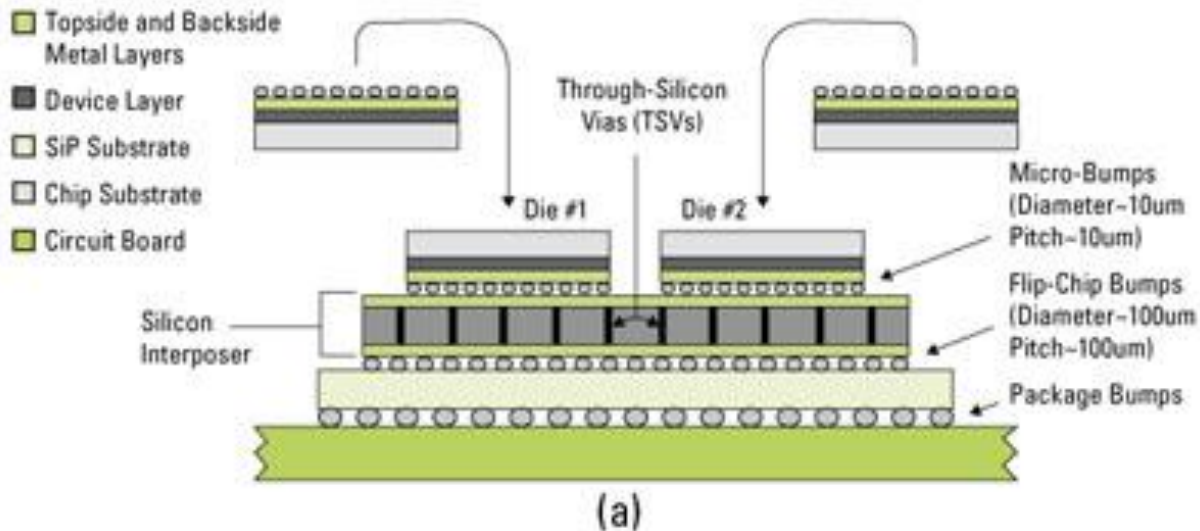


## Wafer thinning

- Bonding
- Thinning, reveal
- RDL
- De-bonding
- Shipping/Handling

## Stacking/Packaging/Test

- D2D / D2W / W2W
- Alignment Accuracy
- Micro-bumping
- Cu-Cu direct bonding
- Packaging
- Partial/final stack test



P 1838 Working Group  
proposed 3D DFT strategy

ITRS works on test roadmap

Industry organizations driving  
further considerations:

- Known-good-die
- Probe cards ( 40x50u )
- Passive interposer test
- Stack accessibility
- Mixed-signal test
- Stack-in-progress test
- Test program(s) generation
- Stack overheating @ test
- Yield / Redundancy
- Who tests ( Fab / OSAT )
- Who pays for yield-loss...

# Appendix: Market Data

**Table 1**  
**Top 10 Semiconductor Design TAM by Company, Worldwide 2011,**  
**Preliminary (Millions of Dollars)**

Rank 2010	Rank 2011	Company	2010	2011	Growth (%)	Share (%)
3	1	Apple	12,819	17,257	34.6	5.7
2	2	Samsung Electronics	15,272	16,681	9.2	5.5
1	3	HP	17,585	16,618	-5.5	5.5
5	4	Dell	10,497	9,792	-6.7	3.2
4	5	Nokia*	11,318	9,042	-20.1	3.0
6	6	Sony*	9,020	8,210	-9.0	2.7
7	7	Toshiba	7,768	7,589	-2.3	2.5
10	8	Lenovo	6,091	7,537	23.7	2.5
8	9	LG Electronics	6,738	6,645	-1.4	2.2
9	10	Panasonic	6,704	6,267	-6.5	2.1
		Others	195,552	196,413	0.4	65.0
		<b>Total</b>	<b>299,364</b>	<b>302,051</b>	<b>0.9</b>	<b>100.0</b>

<http://www.zdnet.com/blog/bt/gartner-apple-jumped-to-top-semiconductor-company-in-2011/67849>

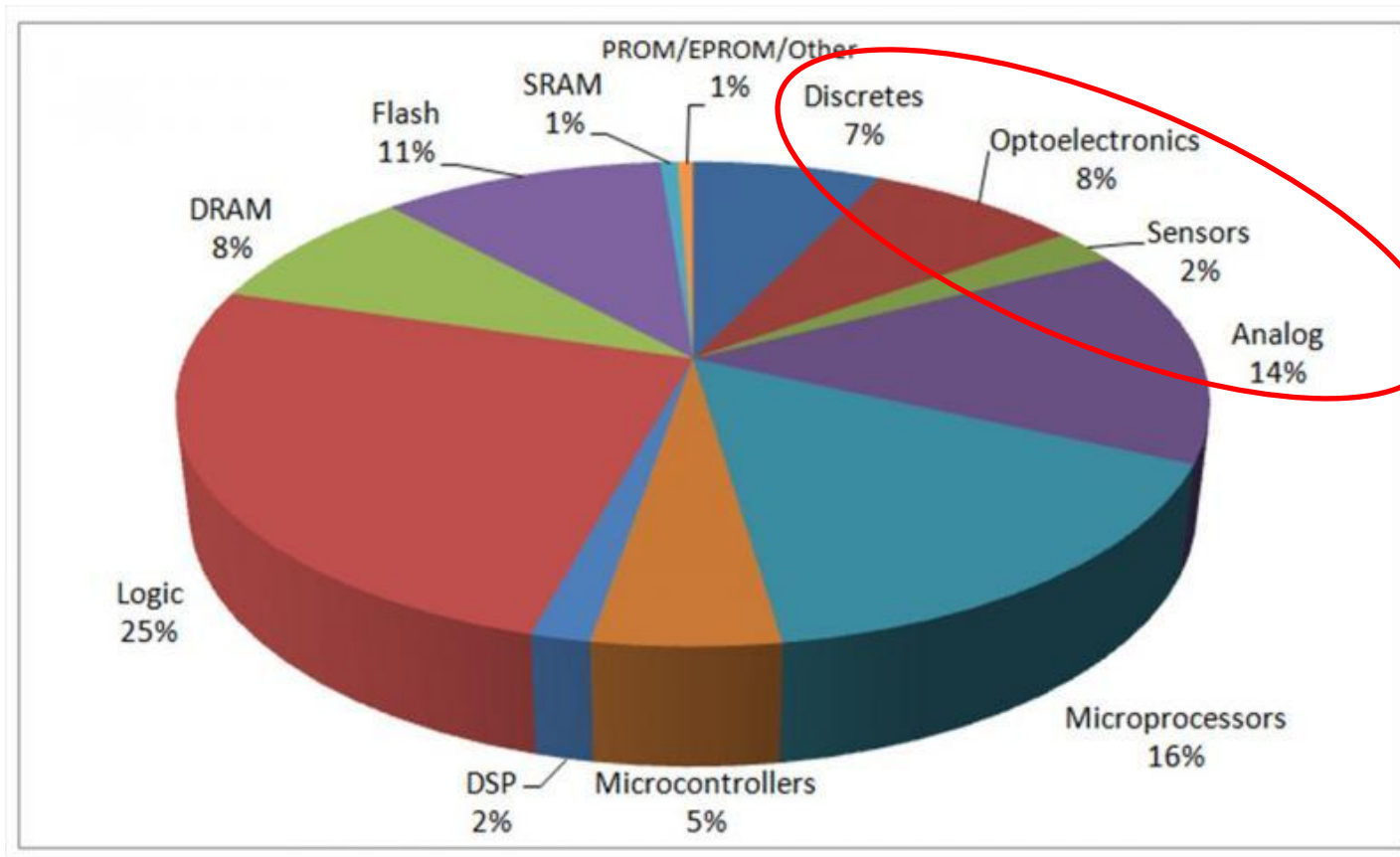
TAM = total available market  
 Source: Gartner (January 2012)

# eda2asic Top 25 Semiconductor Vendors in 2011

Worldwide Revenue Ranking for the Top-25 Semiconductor Suppliers in 2011  
(Revenue in Millions of U.S. Dollars)

2010 Rank	2011 Rank	Company Name	2010 Revenue	2011 Revenue	Percent Change	Percent of Total	Cumulative Percent
1	1	Intel	40,394	48,721	20.6%	15.6%	15.6%
2	2	Samsung Electronics	28,380	28,563	0.6%	9.2%	24.8%
4	3	Texas Instruments	12,994	13,967	7.5%	4.5%	29.3%
3	4	Toshiba	13,010	12,729	-2.2%	4.1%	33.4%
5	5	Renesas Electronics Corporation	11,893	10,648	-10.5%	3.4%	36.8%
9	6	Qualcomm	7,204	10,198	41.6%	3.3%	40.1%
7	7	STMicroelectronics	10,346	9,735	-5.9%	3.1%	43.2%
6	8	Hynix	10,380	9,293	-10.5%	3.0%	46.2%
8	9	Micron Technology	8,876	7,365	-17.0%	2.4%	48.6%
10	10	Broadcom	6,682	7,160	7.2%	2.3%	50.9%
12	11	Advanced Micro Devices (AMD)	6,345	6,436	1.4%	2.1%	52.9%
13	12	Infineon Technologies	6,319	5,312	-15.9%	1.7%	54.6%
14	13	Sony	5,224	5,015	-4.0%	1.6%	56.3%
16	14	Freescale Semiconductor	4,357	4,408	1.2%	1.4%	57.7%
11	15	Elpida Memory	6,446	3,887	-39.7%	1.2%	58.9%
17	16	NXP	4,028	3,831	-4.9%	1.2%	60.1%
20	17	nVidia	3,196	3,608	12.9%	1.2%	61.3%
26	18	ON Semiconductor	2,291	3,428	49.6%	1.1%	62.4%
18	19	Marvell Technology Group	3,606	3,393	-5.9%	1.1%	63.5%
15	20	Panasonic Corporation	4,946	3,390	-31.5%	1.1%	64.6%
21	21	ROHM Semiconductor	3,118	3,187	2.2%	1.0%	65.6%
19	22	MediaTek	3,553	2,952	-16.9%	0.9%	66.6%
28	23	Nichia	2,190	2,936	34.1%	0.9%	67.5%
22	24	Analog Devices	2,862	2,846	-0.6%	0.9%	68.4%
23	25	Fujitsu Semiconductor Limited	2,757	2,742	-0.5%	0.9%	69.3%
		<b>All Others</b>	<b>96,073</b>	<b>95,610</b>	<b>-0.5%</b>	<b>30.7%</b>	
		<b>Total Semiconductor</b>	<b>307,470</b>	<b>311,360</b>	<b>1.3%</b>	<b>100.0%</b>	

Source: IHS iSuppli March 2012



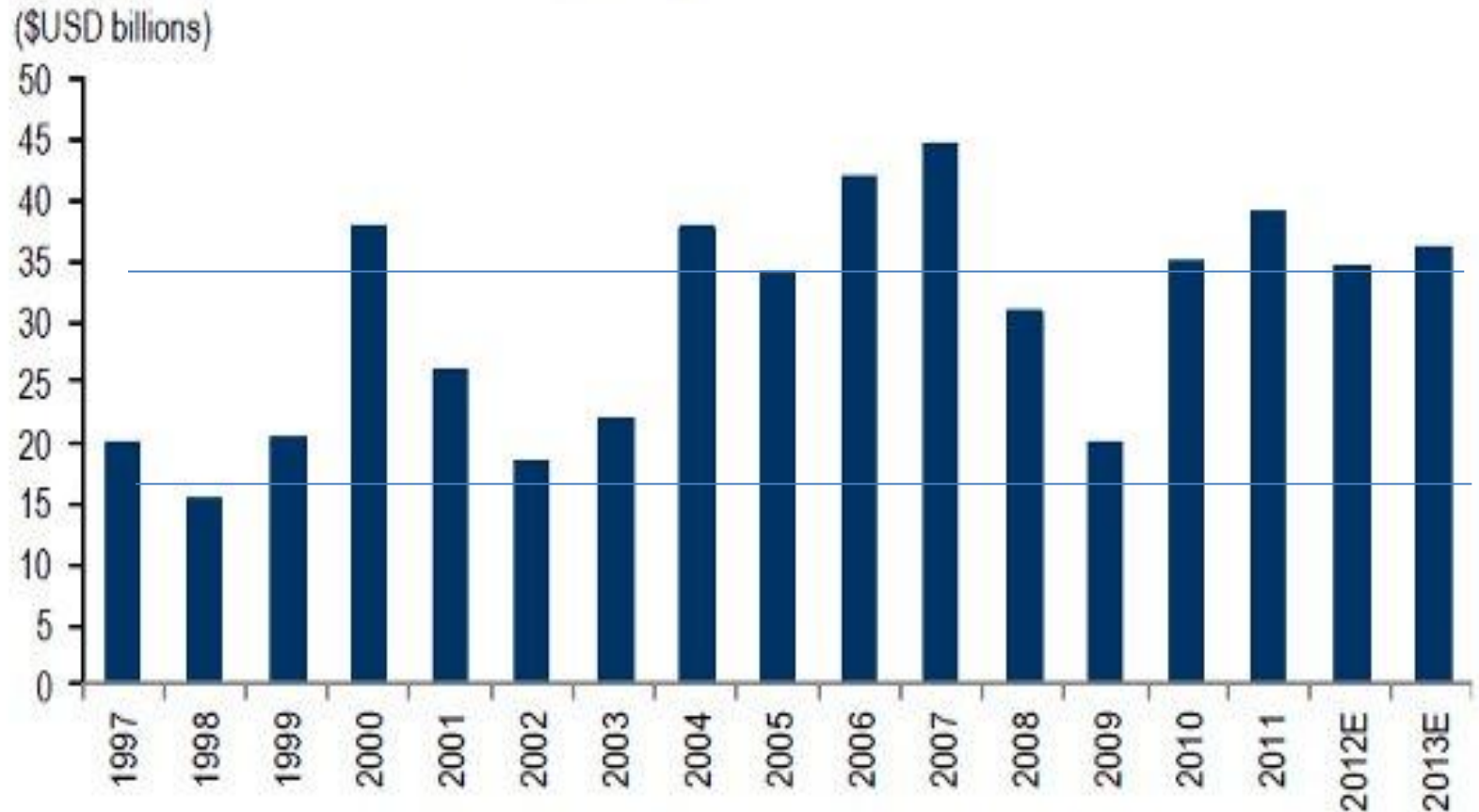
Databeans Estimates, Febr 2012

<http://www.ems007.com/pages/zone.cgi?artcatid=0&a=81742&artid=81742&pg=2>



2011 Rank	AOW	COMPANY	2009	2010	2011	11/'10 Growth
1	EU	ASML	2267.9	5973.1	7877.1	32%
2	NA	Applied Materials <sup>+</sup>	3507.9	7284.0	7437.8	2%
3	JA	Tokyo Electron	2323.7	5261.3	6203.3	18%
4	NA	KLA-Tencor	1316.1	2431.7	3106.2	28%
5	NA	Lam Research	1198.0	3004.6	2804.1	-7%
6	JA	Dainippon Screen Mfg. Co.	887.1	1727.3	2104.9	22%
7	JA	Nikon Corporation	1342.3	1517.3	1645.5	8%
8	JA	Advantest <sup>++</sup>	430.0	1134.2	1446.7	28%
9	EU	ASM International	693.9	1416.3	1443.0	2%
10	NA	Novellus Systems	581.9	1316.7	1318.7	0%
11	JA	Hitachi High-Technologies	474.4	910.5	1138.7	25%
12	NA	Teradyne	552.4	1406.5	1106.2	-21%
13	NA	Varian Semiconductor Equipment <sup>+++</sup>	395.9	971.8	1096.3	13%
14	JA	Hitachi Kokusai Electric	212.8	626.4	838.4	34%
15	NA	Kulicke & Soffa	262.4	745.9	780.9	5%
<b>Total Top 15</b>			<b>16446.7</b>	<b>35727.8</b>	<b>40347.7</b>	
<i>y-o-y growth</i>				117%	13%	

Worldwide Sales in \$ M, equipment and services <http://semimd.com/blog/tag/vlsi-research/>

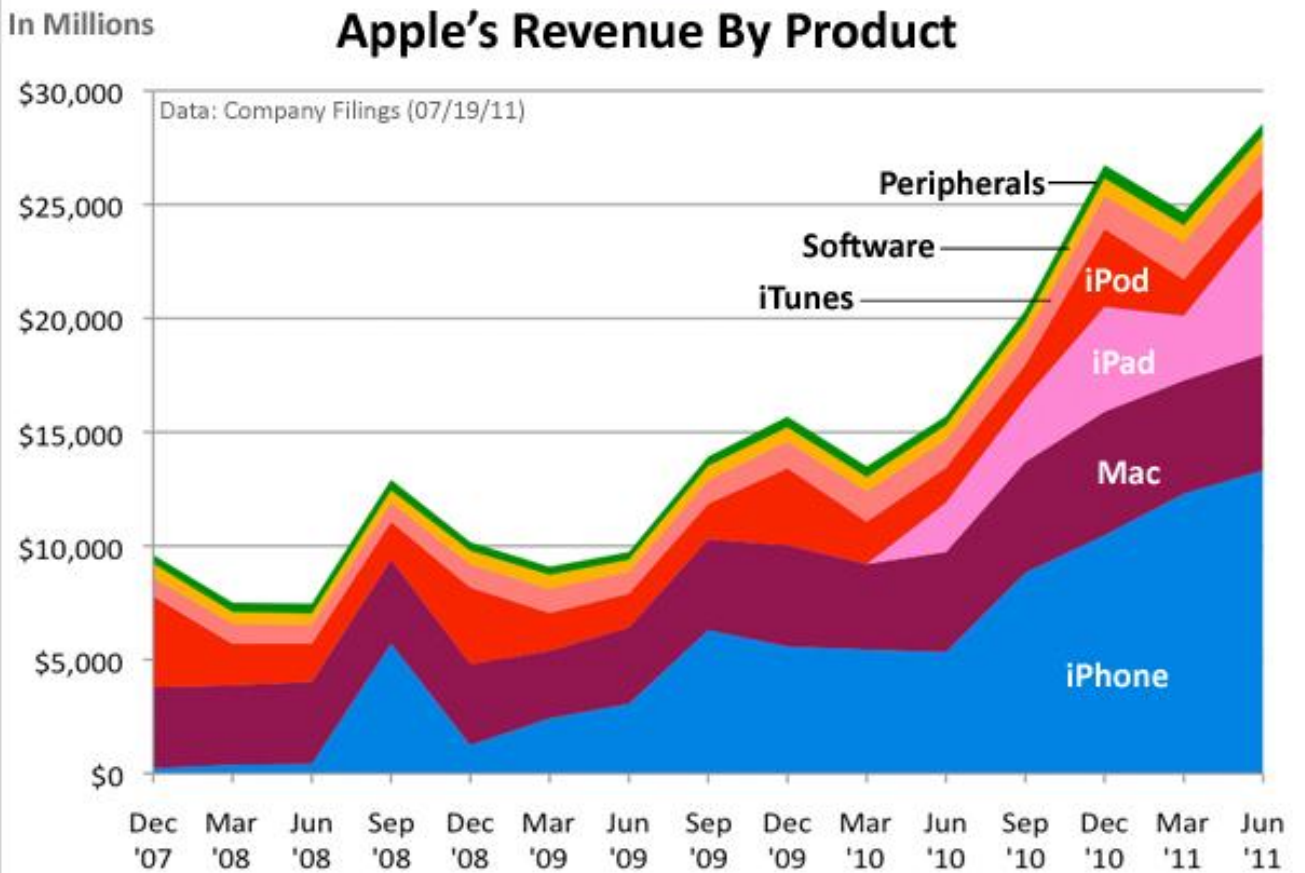


Source: RCML Research, Gartner

<http://semimd.com/blog/tag/vlsi-research/>

2011 Rank	2010 Rank	Company	Foundry Type	Location	2010 Sales (\$M)	2011 Sales (\$M)	11/10 Change (%)
1	1	TSMC	Pure-Play	Taiwan	13,307	14,600	10%
2	2	UMC	Pure-Play	Taiwan	3,965	3,760	-5%
3	3	GlobalFoundries	Pure-Play	U.S.	3,510	3,580	2%
4	5	Samsung	IDM	South Korea	1,205	1,975	64%
5	4	SMIC	Pure-Play	China	1,555	1,315	-15%
6	6	TowerJazz	Pure-Play	Israel	509	610	20%
7	7	Vanguard	Pure-Play	Taiwan	508	519	2%
8	8	Dongbu	Pure-Play	South Korea	475	500	5%
9	9	IBM	IDM	U.S.	430	445	3%
10	10	MagnaChip	IDM	South Korea	405	350	-14%
11	12	SSMC	Pure-Play	Singapore	330	345	5%
12	11	Hua Hong NEC*	Pure-Play	China	367	335	-9%
13	16	WIN	Pure-Play	Taiwan	221	300	36%
14	13	X-Fab	Pure-Play	Europe	317	285	-10%

## Apple's Revenue By Product



## Apple Delivers A Massive Blow Out Thanks To Huge iPhone And iPad Sales

Jay Yarow | Jul. 19, 2011

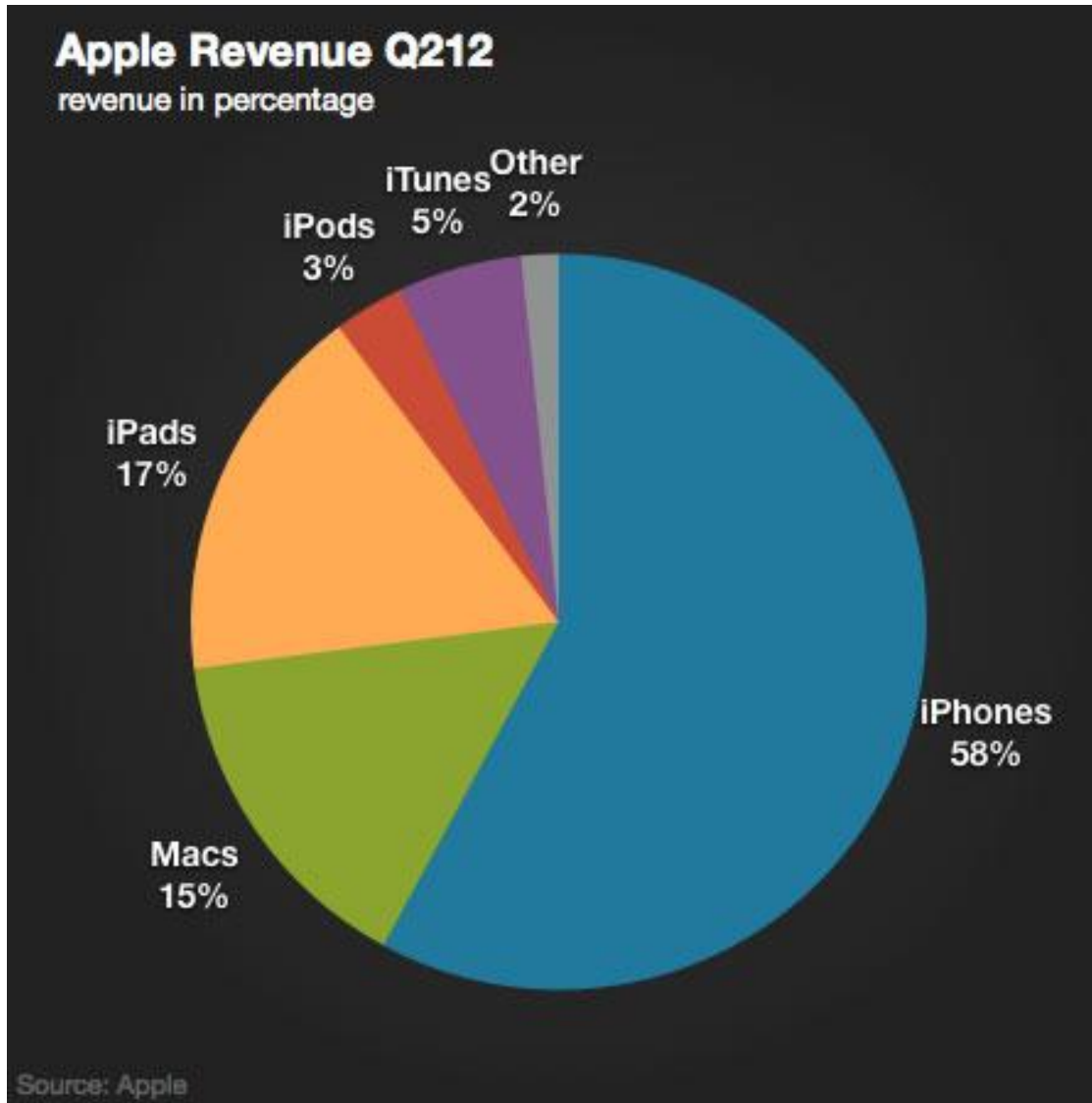
Apple's [earnings are out](#) and it's another monster quarter for the company as [iPhone](#) and [iPad](#) sales blew away estimates.

It earned \$7.31 billion in net profit on revenue of \$28.57 billion for the June quarter. Both are records for [Apple](#).

[iPad](#) shipments: **9.25 M#/Q**

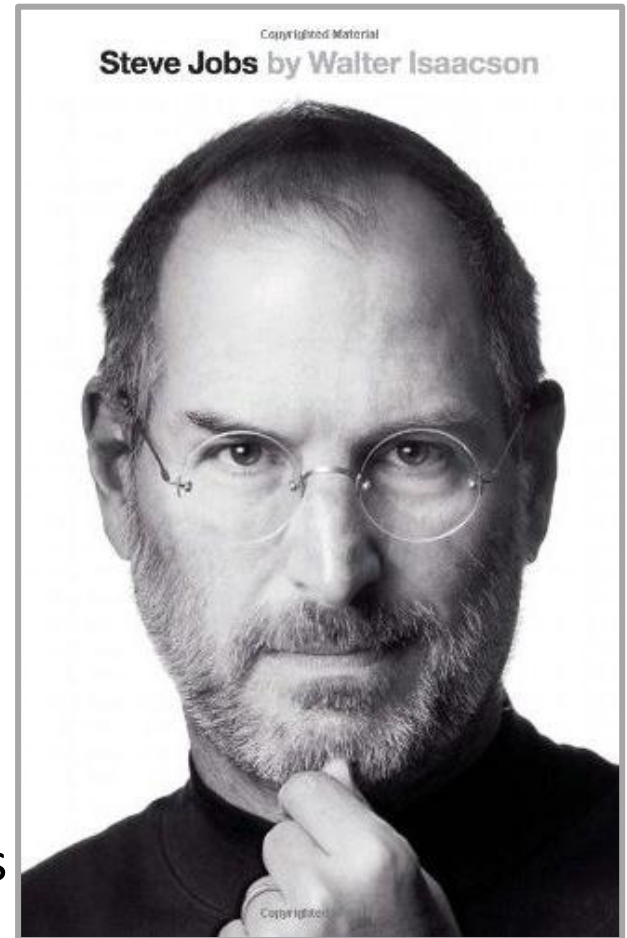
<http://www.businessinsider.com/apple-earnings-june-quarter-2011-7#ixzz1TEhyOPbg>

Wedbush Securities are estimating that some **one million iPad 2s** sold over the first weekend



<http://arstechnica.com/civis/viewtopic.php?p=22817348>

- ✓ Focus
- ✓ Simplify
- ✓ Take responsibility end to end
- ✓ When behind, leapfrog
- ✓ Put products before profits
- ✓ Don't be a slave to focus groups
- ✓ Bend reality
- ✓ Impute
- ✓ Push for perfection
- ✓ Tolerate only "A" players
- ✓ Engage face-to-face
- ✓ Know both the big picture and the details
- ✓ Combine the humanities with the sciences
- ✓ Stay hungry, stay foolish



<http://hbr.org/2012/04/the-real-leadership-lessons-of-steve-jobs/ar/1>

# 2.5D / 3D Stackin' : Everybody is Doin' It

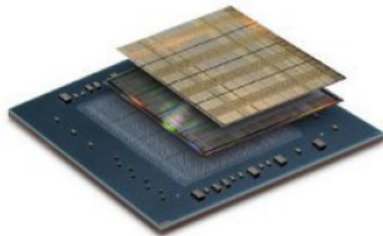
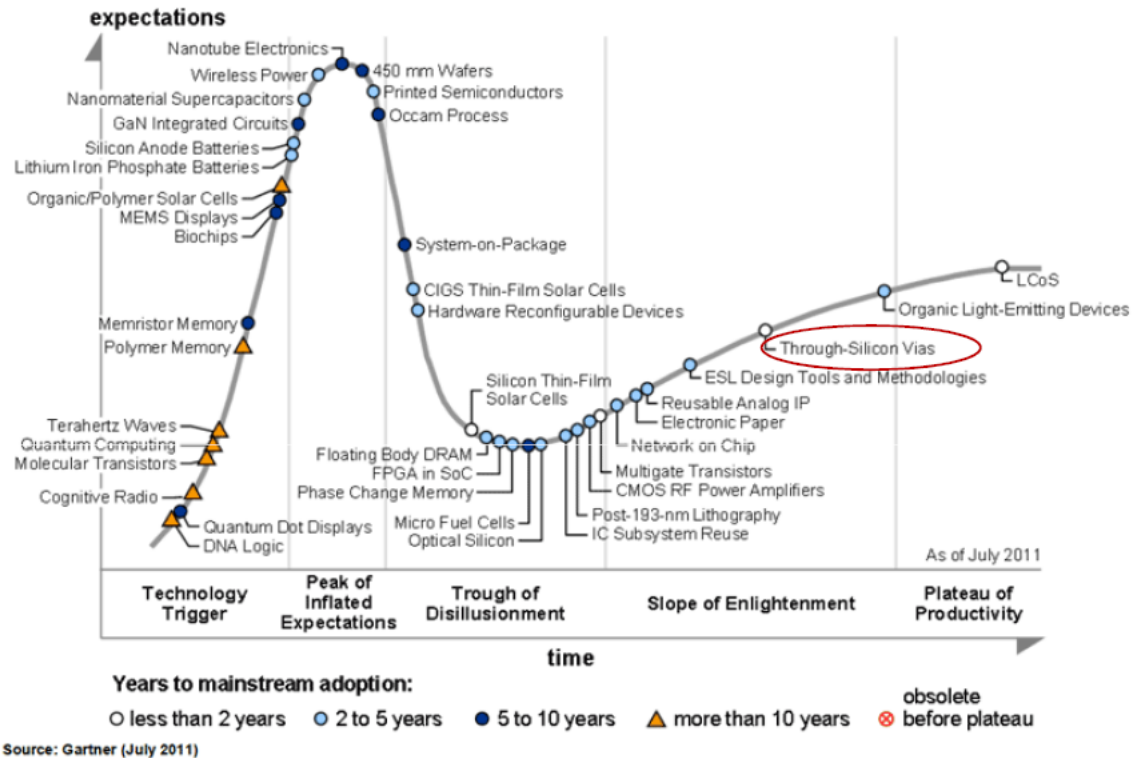


Figure 1. Hype Cycle for Semiconductors and Electronics Technologies, 2011



Now on the 'Slope of Enlightenment' !!