

LPDDR3: Memory of Future Choice?

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With ultrabooks and mobile devices going for quad-core processors, the future demands new memory-- LPDDR3, which should account for 20% of total mobile DRAM shipments by H2 2013 according to TrendForce's DRAMeXchange.



Making LPDDR3 attractive is higher bandwidth and efficiency than LPDDR2. The next Intel platform, Haswell, should support LPDDR3 once it hits the market in 2013.

DRAMeXchange predicts LPDDR3 will take over 50% of the global DRAM market (thus becoming mainstream) by H2 2014-- once Samsung, SK Hynix and Elpida start LPDDR3 mass production.

Samsung and SK Hynix already have product samples ready for testing, while Elpida will boost LPDDR3 production following company restructuring.

Currently LPDDR3 should only find a home in few high-end smartphones and notebooks, with too-high prices for shipments to meet market expectations within the next 2 quarters. As a result the analyst estimates LPDDR3 prices will only hit the "sweet spot" in around 3-5 quarters, once the technology breaks into the notebook market.

High demand (from ultrabooks and tablets) should help lower LPDDR3 prices at a higher rate than earlier LPDDR prices. With 3 global DRAM makers investing in the company, DRAMeXchange expects LPDDR3 to become the memory of choice for thin and light mobile applications.

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