

# Development of PC Application IC Market in 2017 and Beyond

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Date: July 2017

Pages: 24

Price: US\$ 1,800.00 (Single User License)

ID: DDCAA312DABEN

## Abstracts

Due to the expansion of the mobile device market and the emergence of cloud computing, personal computing needs have been satisfied by smartphones, thereby leading to declines in the consumer PC market since 2013. In the meantime, chip performance has become increasingly important for computer systems as shipment share of high-performance PCs such as gaming PCs and notebook PCs increases and cloud services evolve towards artificial intelligence. This report analyzes transformation of chip demand driven by emerging computer applications and examines key issues with regard to PC application ICs.

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