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Semiconductor

CES 2024 wrap up

At Consumer Electronics Show (CES) 2024, leading tech giants including Nvidia, AMD, Intel, and Qualcomm unveiled their latest offerings, signaling a competitive race to launch AI-centric products for consumer use. These new releases are set to enhance the capabilities of upcoming AI-integrated smartphones and PCs amid other applications, launching later this year. We anticipate these innovations will spark consumer interest, encouraging purchases or upgrades, and contribute to healthy shipment growth, continuing the momentum from the seasonal restocking observed in the second half of 2023.

We expect the CES 2024 will positively affect consumers' expectation for Al PC/notebooks. However, we believe the driving force for consumers to purchase/upgrade may depend on killer applications either for corporate (e.g., Microsoft may add new Al button on its new surface notebook) or entertainment (gaming/video editing, etc.). In addition, the selling price may also affect the adoption rate. Despite a pullback on share prices in the first week of 2024, Nvidia closed at a record high of US\$522.53 on 8 Jan (up 6.43% as of market close), while AMD and Intel's share prices rose to US\$146.18 (up 5.48%) and US\$48.45 (up 3.33%).

Nvidia: new "Super" GPUs, Al-powered gaming, etc

- At CES 2024, Nvidia unveiled a significant mid-generation refresh of its s, introducing three new "Super" models: the GeForce RTX 4080 Super, RTX 4070 Ti Super, and RTX 4070 Super. These new GPUs replace their predecessors at similar prices, with RTX 4080 Super launching at a reduced price of US\$999, compared to the original RTX 4080's US\$1,199.
- Additionally, Nvidia gave a glimpse of Half-Life 2 running with ray tracing, a project developed with community modders, suggesting a near-complete remaster rather than a simple RTX upgrade. A highlight of Nvidia's presentation was the beta release date for RTX Remix, set for 22 Jan. This tool allows users to add ray tracing to their favorite games, although it may take time to test its usability.
- Nvidia's focus at CES 2024 heavily leaned towards AI, showcasing how its GPUs are powering local generative AI applications. These include a chatbot trainable with local documents and image generation software that creates visuals from written descriptions. Additionally, Nvidia demonstrated AIpowered NPCs (non-player characters) in games, capable of dynamic conversations, although the demo appeared to rely on basic text-to-speech technology. (link)

AMD: unveiling next-gen CPU and GPU for all purposes

- AMD showcased its Ryzen 8000-series desktop processors, headlined by the US\$329 Ryzen 7 8700G. This chip boasts eight Zen 4 cores, 16 threads, a 5.1GHz boost clock, Radeon 780M integrated graphics with RDNA 3 architecture, and an XDNA neural processing unit (NPU) for AI-enhanced applications. It significantly outperforms Intel's Core i7-14700K in games like *Hitman 3* and *Dota 2*.
- AMD also introduced the Ryzen 5 8600G with six Zen 4 cores and 12 threads, alongside an NPU and a 760M integrated GPU, priced at US\$229. The lineup includes the budget-friendly Ryzen 5 8500G and Ryzen 3 8300G. The latter aimed at pre-built systems. Additionally, AMD announced new Zen 3-based processors, including the Ryzen 7 5700X3D and Ryzen 7 5700, as well as



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the Ryzen 5 5600GT and 5500GT, all featuring integrated Radeon graphics. These new AMD processor series, both 8000 and 5000, will be available from 31 Jan. (link)

In terms of graphic cards, AMD announced the Radeon RX 7600 XT desktop GPU (<u>link</u>), an addition to its Radeon RX 7000 series. Priced at US\$329 and set to be available on 24 Jan, the RX 7600 XT is US\$60 more expensive than its non-XT version but promises enhanced performance for 1440p gaming, a step up from the RX 7600's focus on high refresh rate 1080p gaming. AMD positions the RX 7600 XT as a competitor to Nvidia's RTX 4060 GPU.

Intel: revolutionizing computing with $14^{\mbox{th}}$ gen core processors for gaming and efficiency

- Intel announced its 14th Gen Core processor lineup at CES 2024, including the HX-series mobile processors, the 65W and 35W desktop processors, and the Core U mobile processor Series 1 family exhibited Intel's continuous commitment for enhanced computing performance on both mobile and desktop stations. The flagship mobile processor is designed for gamers, creators, and professionals who require powerful and portable computing solutions, while the desktop series offers processors that cater to mainstream desktop users and businesses across various markets. The Core U mobile processor Series 1 family aims at thin-and-light systems, balancing efficiency and performance for mainstream mobile users. (link)
- Intel's release may invigorate the PC market, particularly in the gaming and high-performance segments. The new processors may drive the development of more powerful and efficient laptops and desktops, meeting the growing demand for advanced computing in various sectors. Overall, Intel's new processors are designed to cater to a broad spectrum of computing needs, from high-end gaming and creation to mainstream productivity and mobile efficiency.

Qualcomm: Snapdragon Digital Chassis leads the charge in connected & Al-driven vehicles

- At CES 2024, Qualcomm Technologies made significant strides in automotive technology with its Snapdragon Digital Chassis portfolio, signaling a new era in connected and AI-enabled vehicles. This comprehensive suite has already been implemented in over 350mn vehicles, showcasing its strong momentum in next-generation digital cockpits, connected car technologies, and advanced driver assistance systems.
- Connectivity and AI are at the forefront of Qualcomm's innovations. The Snapdragon Auto Connectivity Platform is a testament to this, enhancing vehicle safety and intelligence through a range of technologies including LTE, 5G, and vehicle-to-everything communications. In parallel, the Snapdragon Cockpit Platform is redefining the automotive cockpit experience, enabling immersive, intuitive, and sophisticated in-vehicle experiences through enhanced graphics, multimedia, and AI capabilities.
- The company is also making headway in autonomous vehicle technology with the Snapdragon Ride Platform. This platform comprises an advanced automated driving system-on-chip (SoC) family that supports safety and automated driving functions with Al-enhanced solutions. The Snapdragon Ride Flex SoC, designed for centralized computing, is significant for modern vehicle architectures, enabling various functions, such as digital cockpit, ADAS, and automated driving (AD) within the vehicle to coexist on a single SoC. (link)



	Lau	nched during CES 2	024	Sep 2022	Dec 2023	Sep 2022
	RTX 4080 Super	RTX 4070 Ti Super	RTX 4070 Super	RTX 4090	RTX 4090D	RTX 4080
Performance	Ada Lovelace: 52 Shader TFLOPS	Ada Lovelace: 44 Shader TFLOPS	Ada Lovelace: 36 Shader TFLOPS	Ada Lovelace: 82 Shader TFLOPS	Ada Lovelace: 73 Shader TFLOPS	Ada Lovelace: 48 Shader TFLOPS
CUDA Cores	10240	8448	7168	16384	14592	9728
Tensor Cores	320	264	224	512	456	304
Foundry	TSMC	TSMC	TSMC	TSMC	TSMC	TSMC
Process size	5nm	5nm	5nm	5nm	5nm	5nm
Memory	16GB GDDR6X	16GB GDDR6X	12GB GDDR6X	24GB GDDR6X	24GB GDDR6X	16GB GDDR6X
Bandwidth	716.8 GB/s	716.8 GB/s	504.2 GB/s	1000 GB/S	1000 GB/S	716.8 GB/S
Price	US\$999	US\$799	US\$599	US\$1599	US\$1599	US\$1199

Figure 1: Nvidia's newly launched GPUs specs vs. existing tech

Source: Techpowerup, CMBIGM

Figure 2: AMD's new RX 7600 XT is set to compete with Nvidia's RTX 4060

	Launched during CES 2024 AMD Radeon RX 7600 XT	May 2023 Nvidia RTX 4060	<i>Nov 2022</i> Radeon RX 7900 XT
Performance	RDNA 3.0: 45 TFLOPS	Ada Lovelace: 15 Shader TFLOPS	RDNA 3.0: 103 TFLOPS
CUDA Cores	2048	3072	5376
Tensor Cores	NA	96	NA
Foundry	TSMC	TSMC	TSMC
Process size	6nm	5nm	5nm
Memory	16GB GDDR6	8GB GDDR6	20GB GDDR6
Bandwidth	288 GB/S	272 GB/s	800 GB/S
Price	US\$329	US\$299	US\$899

Source: Techpowerup, CMBIGM

Figure 3: AMD's latest launch at CES 2024

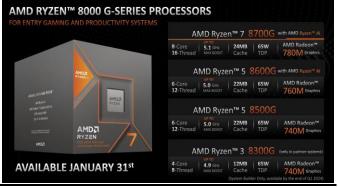
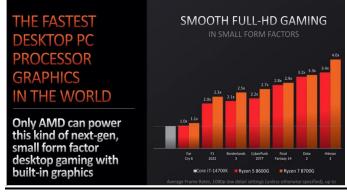


Figure 4: AMD product performance



Source: AMD, CMBIGM

Source: AMD, CMBIGM



Figure 5: AMD's product offering

Processor	Cores/Threads	Platform	Frequency	Cache	Architecture	PCIe [®]	DRAM	TDP	Graphics	Ryzen A
AMD RYZEN™9 7950X3D	16/32	AM5	5.7/4.2 GHz	144MB	"Zen 4"	GEN 5	DDR5	120W	RADEON [™] GRAPHICS	N/A
AMD RYZEN™9 7950X	16/32	AM5	*** 5.7 / 4.5 GHz	80MB	"Zen 4"	GEN 5	DDR5	170W	RADEON [™] GRAPHICS	
AMD RYZEN™9 7900X3D	12/24	AM5	5.6 / 4.4 GHz	140MB	"Zen 4"	GEN 5	DDR5	120W	RADEON [™] GRAPHICS	
AMD RYZEN [™] 9 7900X	12/24	AM5	= 5.6 / 4.7 GHz	76MB	"Zen 4"	GEN 5	DDR5	170W	RADEON [™] GRAPHICS	
AMD RYZEN [™] 9 7900 / 7945 PRO	12/24	AM5	5.4 / 3.7 GHz	76MB	"Zen 4"	GEN 5	DDR5	65W	RADEON ^W GRAPHICS	
AMD RYZEN [™] 7 7800X3D	8/16	AM5	** 5.0 / 4.2 GHz	104MB	"Zen 4"	GEN 5	DDR5	120W	RADEON ^W GRAPHICS	
AMD RYZEN™ 7 7700X	8/16	AM5	=*5.4/4.5 GHz	40MB	"Zen 4"	GEN 5	DDR5	105W	RADEON ^W GRAPHICS	
AMD RYZEN™7 8700G	8/16	AM5	5.1/4.2 GHz	24MB	"Zen 4"	GEN 4	DDR5	65W	RADEON [™] 780M GRAPHICS	YES
AMD RYZEN™ 7 7700 / 7745 PRO	8/16	AM5	** 5.3 / 3.8 GHz	40MB	"Zen 4"	GEN 5	DDR5	65W	RADEON [™] GRAPHICS	
AMD RYZEN™ 5 7600X	6/12	AM5	"5.3/4.7 GHz	38MB	"Zen 4"	GEN 5	DDR5	105W	RADEON [™] GRAPHICS	
AMD RYZEN™ 5 8600G	6/12	AM5	5.0 / 4.3 GHz	22MB	"Zen 4"	GEN 4	DDR5	65W	RADEON ¹⁴ 760M GRAPHICS	YES
AMD RYZEN ** 5 7600 / 7645 PRO	6/12	AM5	** 5.1/3.8 GHz	38MB	"Zen 4"	GEN 5	DDR5	65W	RADEON [™] GRAPHICS	N/A
AMD RYZEN™ 5 8500G	6/12	AM5	** 5.0 / 3.5 GHz	22MB	2x "Zen 4" + 4x "Zen4c"	GEN 4	DDR5	65W	RADEON" 740M GRAPHICS	848
AMD RYZEN [™] 5 8300G	4/8	AM5	**4.9 / 3.4 GHz	12MB	1x "Zen 4" + 3x "Zen4c"	GEN 4	DDR5	65W	RADEON" 740M GRAPHICS	
AMD RYZEN [™] 5 7500F	6/12	AM5	**5.0/3.7 GHz	38MB	"Zen 4"	GEN 5	DDR5	65W	N/A	N/A
MD RYZEN™ 9 5950X	16 / 32	AM4	***4.9 / 3.4 GHz	72MB	"Zen 3"	GEN 4	DDR4	105W	N/A	N/A
MD RYZEN™ 9 5900X	12 / 24	AM4	***4.8 / 3.4 GHz	70MB	"Zen 3"	GEN 4	DDR4	105W	N/A	
MD RYZEN™ 7 5800X3D	8/16	AM4	-4.5 / 3.4 GHz	100MB	"Zen 3"	GEN 4	DDR4	105W	N/A	
MD RYZEN™ 7 5700X3D	8/16	AM4	-4.1 / 3.0 GHz	100MB	"Zen 3"	GEN 4	DDR4	105W		
MD RYZEN™ 7 5800X	8/16	AM4	-4.7 / 3.8 GHz	36MB	"Zen 3"	GEN 4	DDR4	105W	N/A	
MD RYZEN™ 7 5700X	8/16	AM4	-4.6 / 3.4 GHz	36MB	"Zen 3"	GEN 4	DDR4	65W	N/A	N/A
MD RYZEN" 7 5700G / 5750G PRO	8 / 16	AM4	-4.6 / 3.8 GHz	20MB	"Zen 3"	GEN 3	DDR4	65W	RADEON [™] GRAPHICS	N/A
MD RYZEN™ 7 5700	8/16	AM4	4.6 / 3.7 GHz	20MB	"Zen 3"	GEN 3	DDR4	65W		
MD RYZEN™ 5 5600X	6/12	AM4	-4.6 / 3.7 GHz	35MB	"Zen 3"	GEN 4	DDR4	65W	N/A	
AMD RYZEN™ 5 5600	6/12	AM4	-4.4 / 3.5 GHz	35MB	"Zen 3"	GEN 4	DDR4	65W	N/A	N/A
MD RYZEN™ 5 5600GT	6/12	AM4	-4.6 / 3.6 GHz	19MB	"Zen 3"	GEN 3	DDR4	65W	RADEON" GRAPHICS	N/A
MD RYZEN ** 5 5600G / 5650G PRO	6/12	AM4	-4.4 / 3.9 GHz	19MB	"Zen 3"	GEN 3	DDR4	65W	RADEON [™] GRAPHICS	N/A
MD RYZEN™ 5 5500GT	6/12	AM4	4.4 / 3.6 GHz	19MB	"Zen 3"	GEN 3	DDR4	65W	RADEON'" GRAPHICS	N/A
MD RYZEN'* 5 5500	6/12	AM4	-4.2 / 3.6 GHz	19MB	"Zen 3"	GEN 3	DDR4	65W	N/A	N/A
MD RYZEN [™] 5 4600G / 4650G PRO	6/12	AM4	4.2 / 3.7 GHz	11MB	"Zen 2"	GEN 3	DDR4	65W	RADEON ^W GRAPHICS	N/A
MD RYZEN'* 5 4500	6/12	AM4	-4.1 / 3.6 GHz	11MB	"Zen 2"	GEN 3	DDR4	65W	N/A	N/A
MD RYZEN ^M 3 4300G / 4350G PRO	4/8	AM4	4.0 / 3.8 GHz	6MB	"Zen 2"	GEN 3	DDR4	65W	RADEON" GRAPHICS	
MD RYZEN™ 3 4100	4/8	AM4	4.0 / 3.8 GHz	6MB	"Zen 2"	GEN 3	DDR4	65W	N/A	N/A
MD RYZEN™ 5 3600	4/8	AM4	4.0 / 3.8 GHz	6MB	"Zen 2"	GEN 3	DDR4	65W	N/A	N/A
MD RYZEN™ 3 3200G	4/8	AM4	4.0 / 3.6 GHz	6MB	"Zen"	GEN 3	DDR4	65W	RADEON ^W GRAPHICS	N/A
MD ATHLON™ 3000G	2/4	AM4	3.5 GHz	5MB	"Zen"	GEN 3	DDR4	35W	RADEON [™] GRAPHICS	

Source: AMD, CMBIGM

Figure 6: Qualcomm's Snapdragon Digital Chassis



Source: Qualcomm, CMBIGM

Figure 8: Qualcomm's Snapdragon Ride Platform



Source: Qualcomm, CMBIGM

Figure 7: Snapdragon Auto Connectivity



Source: Qualcomm, CMBIGM

Figure 9: Qualcomm's Snapdragon Ride Platform



Source: Qualcomm, CMBIGM

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