



NO.11 DEC23 MEMPHIS MEMORY ESSENTIALS

Everything you need to know about the semiconductor memory industry, from legacy technologies to latest innovations.

Brought to you by MEMPHIS Electronic, your specialist memory distributor and DRAM module configurator. We are posting similar stories regularly on [LinkedIn](#), so follow us there to stay on top of the news.

Memory Wish List for 2024

If 2023 has proven one thing, then that semiconductor memory is not for the faint of heart. It's been a roller coaster ride from a shortage full throttle straight into an oversupply.

But it's also been a year with changes (we moved to a new office) and many breakthroughs and advancements in memory technology from our manufacturers but also within our ranks. Because it's not without a little pride that we can say that our parent company, Neumonda had a little share in it.

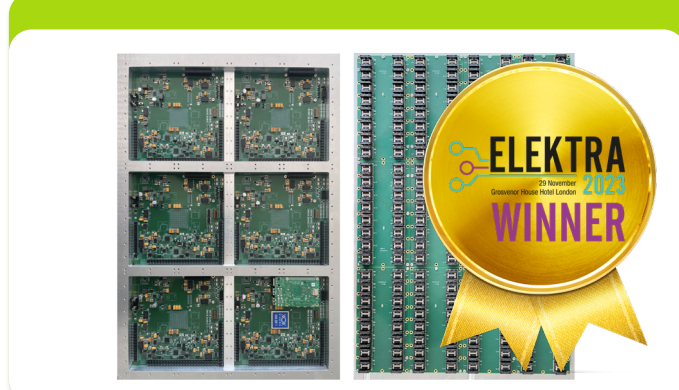
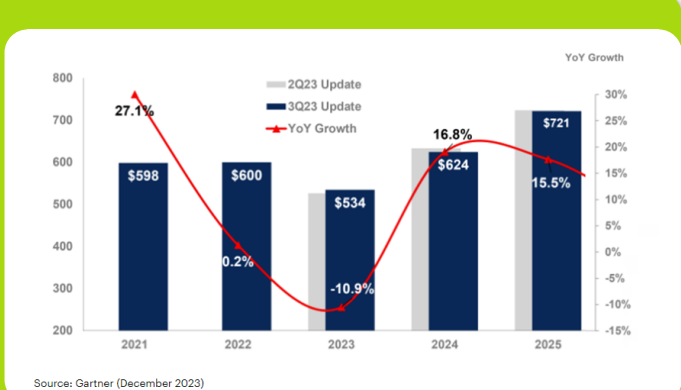
At embedded world in March Neumonda introduced the prototype of its revolutionary Rhinoc DRAM tester and in November this very product was awarded with a prestigious Elektra Award.

We have also included a little review of our highlight stories of the year. But we also want to take a look at 2024 promises to get a lot better for our memory manufacturers, but also a bit tougher for our customers who need to say goodbye to the bargain prices they saw this year and plan ahead.

And as the year draws to a close, here's our wish list for next year:

- Let geopolitical tensions ease, semiconductor is a tough enough business already
- A more stable memory market – no shortage next year and oversupply in 2025
- Keep innovations in memory coming, but don't go crazy on discontinuations

What are you hoping for in 2024? Enjoy this month's newsletter and be lenient with us for being a bit more centered on our own news in this edition of our newsletter.



Neumonda Scoops Elektra Award

Drumroll please! Because the Neumonda Rhinoc DRAM test board has taken home a prestigious Elektra Award in the category "Test Product of the Year".

Among the nine finalists, the judges considered the tester as the most innovative product that ticked all the boxes. Why? Simply because the tester is light-weight, low-cost and energy-efficient. It not only enables hour-long testing of DRAM components, but can also simulate the actual environment in which the DRAM memory is going to be used in to predict potential failures much more accurately. All this at a fraction of the costs of traditional testers. That's revolutionary, right?

Read more [here](#).

Memory to grow 66.3% says Gartner

2023 has been a tough year for the #semiconductor industry. According to @Gartner the market is set for a decline of 10.9% and the memory market will even see a record slump of 38.3%. Still, the outlook for 2024 is quite optimistic and Gartner projects a 16.8% growth in semiconductors. And this growth will be driven by a 66.3% growth in memory. Yes, the very industry that has lost 15 billion USD in the first half of 2023 alone.

Even though this might be a bit optimistic, all analysts agree on the overall trend. So here's hoping for a recovery of the market.

Read the full story [here](#).



Top Stories on LinkedIn in 2023

December is a time to look back and review what has happened throughout the year. We are sharing a lot of stories on LinkedIn throughout the year and obviously, some are more relevant than others and hit a nerve. Here are the top stories this year:

- [How AI drives HBM3](#)
- [Why NOR is sexy again](#)
- [500,000 x capacity gain in 40 years](#)
- [New 3D NAND architecture](#)
- [DRAM test and inspection just gets tougher](#)



Fun stories you might have missed

While our main goal is to show you that we know memory, we also have fun along the way. These are some of our highlights where we had fun drawing a connection between everyday topics and memory:

- [Why Chips like a bathtub party](#)
- [Fun Facts about DRAM](#)
- [What do DRAM and Whiskey have in common?](#)
- [How many memory ICs are used to make a beer?](#)
- And of course [Our Spotify Memory Playlist](#)



Who is MEMPHIS Electronic?

You think you know us, but we are not your standard distributor. Did you know that we configure DRAM memory modules tailored exactly to your needs? Also, we don't just want to sell a product, we want to understand the design so we can help our customers select the right manufacturer based on their specific requirements for a product. We can provide so much value to your designs and supply chain.

Find out how in this [video](#).



New Office Same Great Service

In the final weeks of the year, we moved to a new office that not only comes with an array of exciting, new and improved amenities but also the latest and greatest in terms of technology infrastructure. Of course, our commitment to providing you with excellent products and services remains unchanged! Phone numbers and email addresses will remain the same. Let us know when you are around. We are looking forward to welcoming you to our new office in the new year!



Happy Holidays from all of us

The last couple of weeks in the year are always hectic and filled with a long list of to-dos. That's why it's all the more important to pause and take in the good things that have happened in the course of the year. What better way than to celebrate together?

We are so grateful to have such a wonderful team. When you pack up for the end of the year make sure you have some fun and recharge your batteries for the new year. Happy Holidays and looking forward to an exciting 2024.

How do you like our monthly newsletter?

Let us know how we are doing and what topics you would like to read more about.

Stay in the know. Subscribe to our newsletter [here](#).

If you no longer wish to receive this mail you can unsubscribe [here](#) for free.