



Atmel Corporation

Enabling Unlimited Possibilities

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Documentation
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Why is Atmel involved in Space business?



Why is Atmel involved in Space business?

- **Dear Customers we apologize for our poor delivery performances during the last two years.**
- **Atmel appreciates your long standing patience in this matter and shares your concerns over the stability and sustainability of this portion of the supply chain .**
- **Atmel has taken the option of being totally transparent to Space Agencies and Customers with the aim to manage the best we can your priorities.**
- **We apologize for all inconvenience caused.**

Why is Atmel involved in Space business?

- **It is a great pleasure to share with you lessons learned in the next section Trends for the Future, what has been completed and what is in progress to recover standard business conditions in Q3.2011.**

Why is Atmel involved in Space business?

- **Long heritage of space business in Europe; more than 25 years with large in flight legacy products.**
- **Long term partnership with Space Agencies.**
- **Long term partnership with top tier Customers.**
- **Atmel has Customers in Space business and has made commitments to these customers.**
- **Atmel will fulfil its commitments to support the European Space Agencies and the European Space Customers.**

Why is Atmel involved in Space business?

- **Recognized leadership in Europe for digital space ICs by Customers.**
- **Almost sole source of supply for digital products in Europe qualified strategic supplier by Customers.**
- **Trusted supplier with in house expertise and skills and Space Customers strong expectations and requirements.**

Why is Atmel involved in Space business?

- **Space business is a niche market.**
- **Space business is a very demanding niche market with long life time and harsh environment requirements. Its very low volume characteristic forces searches for internal synergies.**
- **Space business is a profitable business and must remain profitable to all parties.**

Why is Atmel involved in Space business?

- **Atmel Aerospace Vision:**
 - Become a world wide top tier space supplier focused on the digital space market segment.
 - Enhance the value of all space R&D efforts in all other Aerospace market segments and industrial market segment with harsh environment.

Why is Atmel involved in Space business?

- **Atmel Aerospace Goals:**
 - Revenue in all geographical zones.
 - Maintain world class technology offering.
 - Invest in all digital space market sub-segments; ASIC, FPGA, Processors and Memories.

Atmel Aerospace Trends for the Future



Atmel Aerospace

Trends for the Future

- **Space dedicated Business Unit.**
- **With all R&D activities located in Europe.**
- **Benefits from Atmel strategy and develops internal synergies.**
- **Invests and builds its own critical capacities.**
- **Develops strategic partnerships.**

Atmel Aerospace

Trends for the Future

- **Has doubled its R&D workforce in the last 3 years.**
- **Keeps hiring new talents and experts to better service European Space industry.**
- **Is the only one Company in Europe having all semiconductor expertises and skills in its headcount focused on the space market and its specific requirements.**
- **Has established closer and stronger relationships with Atmel Central Engineering Organization.**

Atmel Aerospace

Trends for the Future

- **Commits to offer state of the art technology to Space market.**
- **Aligns space technology requirements with automotive market requirements.**
- **Benefits from Atmel automotive R&D efforts and business activity and adds with its own resources the space valued added to meet the space Customers requirements and expectations.**

Atmel Aerospace

Trends for the Future

- **Has adopted the Corporate Fab-lite business model for servicing the Space market and will develop strategic foundry partnerships.**
- **Today 350 and 180 nm at LFoundry Rousset, ESCC qualified Atmel proprietary technologies.**
- **Tomorrow 150 nm Atmel proprietary, 150 nm SOI from OSC, 90 nm from UMC and 65 nm.**

Atmel Aerospace

Trends for the Future

- **Invests in developing in house high reliability test expertises and skills.**
- **Invests in building its own high reliability test floor capacity.**
- **Invests in state of the art test equipments.**
- **Maintains test strategy with best practises design tools and Test Program Generator allowing product test portability and design for test.**
- **Will develop strategic partnerships with critical test suppliers and build an efficient network.**

Atmel Aerospace

Trends for the Future

- **Invests in maintaining and developing in house assembly expertises and skills linked to a worldwide Atmel assembly expert network.**
- **Has issued a medium/ long term assembly and packaging R&D roadmap aligned with its long term space strategy (see next session).**
- **Will develop strategic partnerships with critical assembly and package suppliers and build an efficient network.**

Atmel Aerospace

Trends for the Future

- **Will enhance its space products and services portfolio;**
 - **Reprogrammable FPGA**
 - **FPGA retargeting to ASIC service**
 - **ASIC (digital and mixed mode).**
- **Improve customer freedom to design its specific products.**

Atmel Aerospace

Trends for the Future

- **Will enhance its space products and services portfolio;**
 - **Processors**
 - **Memories: SRAM and NVM.**
- **Improve customer freedom to design its specific applications.**

Atmel Aerospace

Trends for the Future

- **Wants to consider top tier Customers as strategic partners with dedicated resources.**
- **Aligns R&D efforts to support Customer business trends and future requirements.**
- **Improves consolidation of medium term customer requirements (18 months horizon) to allow capacity alignment.**
- **Wishes to service Customers with project management support, application engineering and technical problem solving.**

Atmel Aerospace

Trends for the Future

- **Gets rid of old technologies (6 inches wafer facility) and from disappearing equipment and suppliers.**
- **Must follow Space business trends in more advanced technologies in 8, 12 and 15 inches wafer facility.**
- **Must co-develop with Space Agencies, Customers and Partners very focused ambitious space strategy which brings the expected value added to European Space Industry.**

Atmel Aerospace Trends for the Future

Atmel Corporate Vision:

**Create technology that
enables unlimited
possibilities for our
customers**

Atmel Aerospace Trends for the Future

Atmel Aerospace creates technologies, products and services that enable unlimited possibilities for our space Customers in the digital space market segment.



Thank you !