Freescale MPXY8300A - MEMS TPMS Reverse Costing Analysis

by System Plus Consulting

July 2009

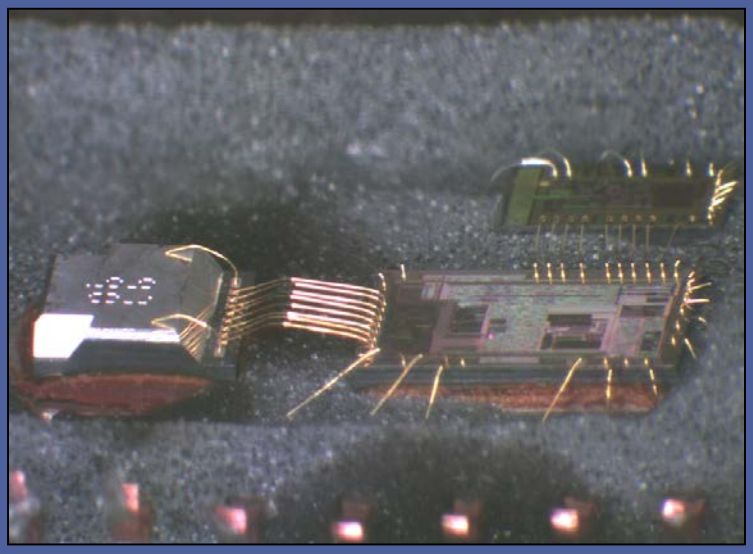
- Analyze the cost of projects at the R&D level
- Enhance the negotiation power of purchasing managers
- Benchmark competitor's products

System Plus Consulting is proud to publish the reverse costing report of the MEMS Tire Pressure Monitoring System (TPMS) MPXY8300A supplied by Freescale Semiconductor. Based on a complete teardown process the report provides an estimation of the production cost as well as the selling price of the circuit.

This Freescale MPXY8300A TPMS component is used in cars, trucks or buses to detect under-inflated or over-inflated tires. It uses a Multi-Chip Package containing 4 separate dies : 2 capacitive MEMS devices (pressure sensor, 2-axis accelerometer with X and Z axis) and 2 Integrated Circuits (8-bit microcontroller, radio frequency transmitter).

This report provides complete teardown and cost estimation of the component with :

- Detailed photos
- Material analysis
- Schematic assembly description
- Manufacturing Process Flow
- In-depth economical analysis
- Manufacturing cost breakdown
- Selling price estimation



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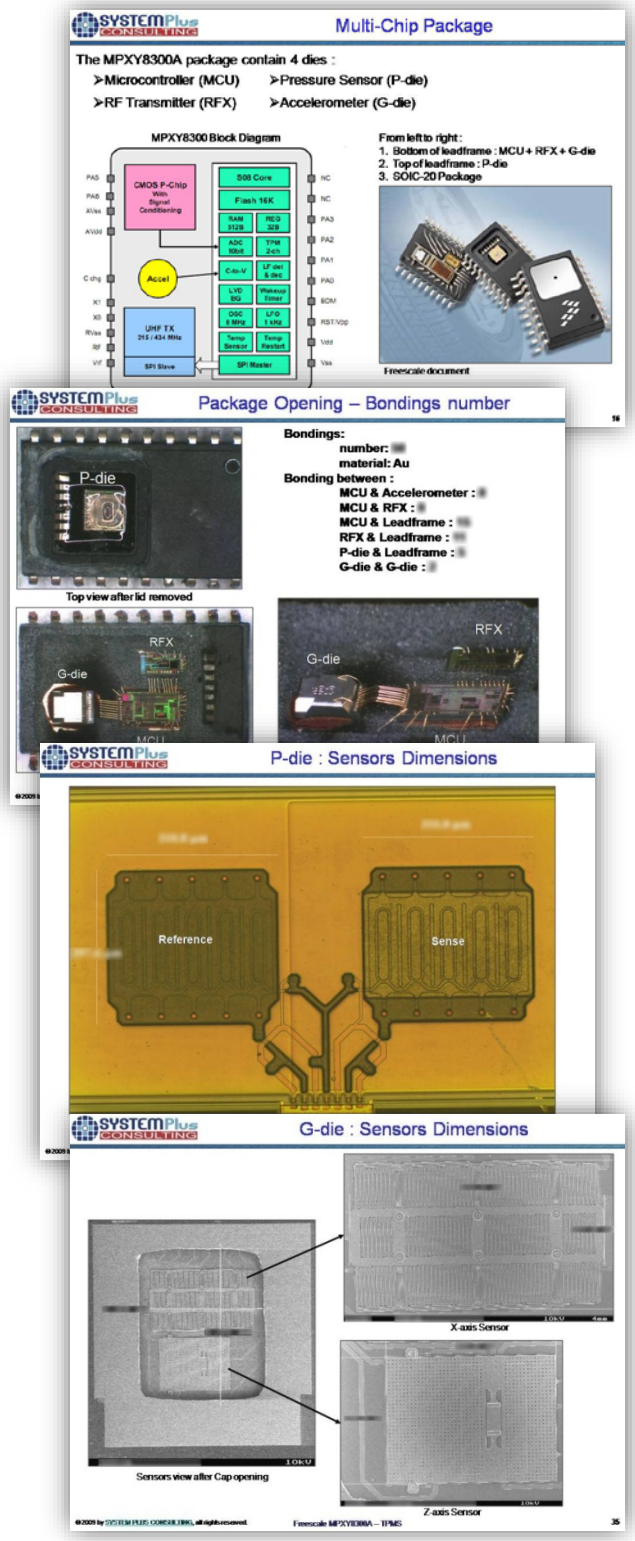

TABLE OF CONTENTS 1/2

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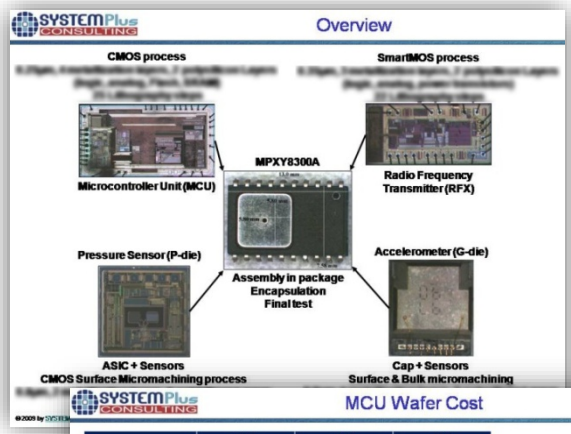
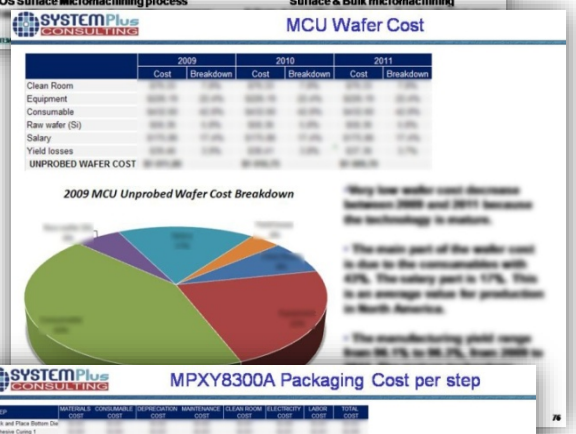
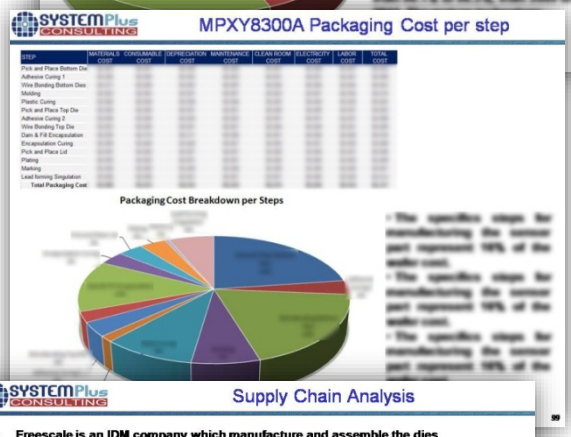
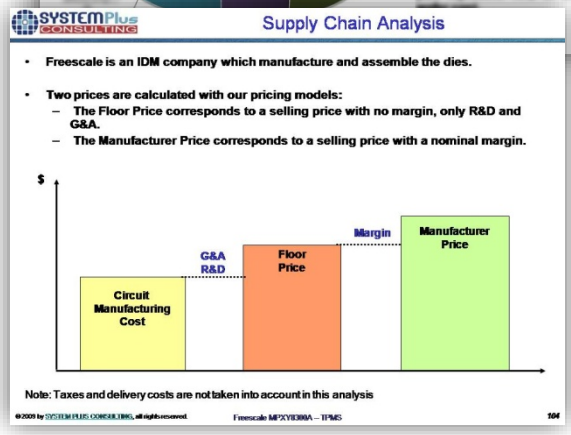
TABLE OF CONTENTS 2/2









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About System Plus Consulting

System Plus Consulting provides :
- on demand studies of Integrated Circuits (from Single Chip to MEMS and MultiChip Modules) and Electronic boards and systems ;
- training courses on the cost construction of integrated circuits an electronic boards, consulting services for cost improvement.

System Plus Consulting performs reverse costing analyses of
- •Integrated circuits
- •MEMS
- •System In Package (SiP)
- Electronic boards
- Electronic systems
- Smartcards

For the R&D, Advanced Costing, Sourcing and Purchasing departments.

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The "System on Chip.XL" module : to calculate the die area and cost of a specific MCU or ASIC.
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NEW : **MEMS-Cost simulation tool** : the specific and flexible tool designed to work out the cost estimations the MEMS Community needs !

System Plus Consulting is the sole and unique European company offering such in-depth cost analysis of electronic products.

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