

# iPhone 5S MEMS Gyroscope STMicroelectronics 3x3mm

REVERSE COSTING ANALYSIS – OCTOBER 2013

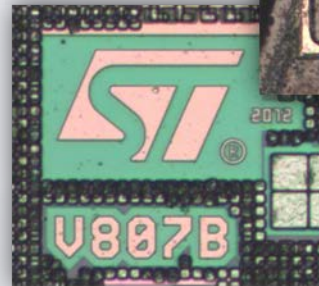
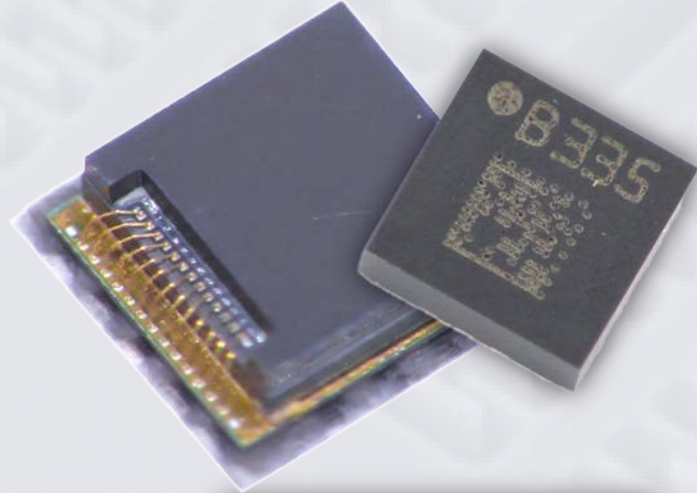
*Discover how ST achieves 45% footprint reduction and decreases by 20% the production cost with their latest gyro extracted from the iPhone 5S.*

STMicroelectronics 4x4mm MEMS gyro was integrated in the previous iPhones (iPhone 4, 4S & 5). For the new iPhone 5S, Apple has chosen the latest 3x3mm MEMS gyro from ST, thus achieving a 45% footprint reduction.

The new 3-Axis MEMS gyroscope is assembled with a true CSP process (Chip Scale Packaging) allowing a package efficiency of 75% (silicon area/package area). This packaging size reduction combined with dies shrinking allowed ST to reduce by 20% the production cost of their latest gyro.

This report provides a complete teardown of the MEMS gyro with:

- Detailed photos
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### Estimated Price Analysis

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# ORDER FORM

Please process my order for "ST iPhone 5S MEMS Gyro" Reverse Costing Analysis:

Ref.: SP13144

Multi-User License Price: EURO 2,490\*

\*For price in dollars please use the day's exchange rate

\*All reports are delivered electronically in pdf format

\*For French customer, add 20 % for VAT

## SHIP TO

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## ABOUT SYSTEM PLUS CONSULTING

System Plus Consulting specializes in the **cost analysis** of electronics, from **semiconductor devices** to **electronic systems**, and has developed a complete range of services and costing tools to provide **in-depth production cost studies** and to estimate the **objective selling price** of a product.

### COSTING SERVICES

- ✓ **On demand Reverse Costing studies** are performed on ICs, ASICs, MEMs, Power Devices, ECUs, electronic boards and full electronic systems.
- ✓ **The catalog of available reports** includes cost analyzes on MEMS, LEDs, Modules and Electronic systems.

All these analyses are performed using in-house developed, proprietary costing tools and their technological databases.

### COSTING TOOLS

#### « Purchaser » tools

- ✓ IC Price+ to estimate the cost of any integrated circuit
- ✓ Power Price+ for any power component or module
- ✓ SYS.Cost

- ✓ PCB Price+ for printed circuit boards
- for electronic boards and systems

#### Cost Simulation Tools, process flow based

- ✓ MEMS CoSim+
- ✓ LED CoSim+
- ✓ Power CoSim+
- ✓ TSV CoSim+ (thru silicon vias)
- ✓ Sapphire CoSim+

Other costing models can be developed according to customer specifications

## PAYMENT

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IBAN : FR76 3005 6009 5509 5500 0323 439

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#### Return order by:

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MAIL: SYSTEM PLUS CONSULTING

21 rue La Nouë Bras de Fer

44200 Nantes – France

#### Contact:

[sales@systemplus.fr](mailto:sales@systemplus.fr) - Tel: +33 (0)240 18 09 16

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System Plus Consulting responsibility will not be involved in non execution or late delivery of one of its duties described in the current terms and conditions if these are the result of a force majeure case. Therefore, the force majeure includes all external event unpredictable and irresistible as defined by the article 1148 of the French Code Civil?

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