

Opportunities in Energy Savings, Health Care, and Data Security

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Just as the onset of the financial crisis was fast and furious, so too has been the rebound. The recovery was faster and more robust than any of us expected and has caused a major shift in the way we communicate, work and live.

This shift brings new areas of focus to the semiconductor industry, and those tied to it. Consumers and industries are placing a new emphasis on the major challenges that the world is facing today: energy savings, health-care and data security. The scarcity of natural resources on our planet, and the growing population, has spawned a global sense of urgency on finding ways to save energy and finding greener sources of it. Taking care of the world's people and the planet by making health-care more affordable and accessible is also a priority. And data security is no longer about just banking and electronic passports.

With this new emphasis on energy savings, health-care and data security comes an opportunity to create a wealth of new products targeted at expanding and developing product lines to help customers meet the growing needs of their own customers and of society as a whole. By adjusting to the new paradigm of serving the needs of our planet and the people living on it, industry leaders and newcomers alike have the potential for success.

