

## The Invisible Computers in Our Lives

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PCs, Smartphones and Tablets are the conventional view of the computers we use on a daily basis, and they are indeed a massive market for semiconductors. But there is another frontier of invisible computers that is 10 times the size of PCs, Smartphones and Tablets, combined! They are deeply embedded into the products we use every day, quietly delivering security, convenience, efficiency and information to enhance our lives. These invisible computers have made as much of a difference in our lives as conventional computers, and they offer unlimited innovation opportunities in the coming years. Like an iceberg in the ocean, what you see above the waterline can be deceptive—there's a whole lot more to the story that's below the water line!

