

Snapdragon chip increases in price, Android manufacturers 'ruffle their ears'

Technology blogger Digital Chat Station has just shared an information that attracts a lot of attention about the smartphone market in 2024.

That is that Qualcomm's upcoming flagship chipset Snapdragon 8 Gen 3 chipset is said to have a very expensive price. High. This has caused some Android smartphone manufacturers to seriously consider alternatives to flagship products launching in 2024.

Even experts believe that the price increase of Snapdragon 8 Gen 3 may cause some brands to choose to use Snapdragon 8 Gen 2 on their flagship phones next year. Similarly, some major OEMs may choose to look to rival products of Snapdragon 8 Gen 3, such as Dimensity 9300, MediaTek's highly-regarded new chip.

'The cost of Snapdragon 8G3 seems to be a bit high and some manufacturers are already using Snapdragon 8G2 or Dimensity in the standard version of upcoming flagship products to reduce costs and increase efficiency in the market. school'.

The Dimensity 9300 is expected to launch in October and could offer performance comparable to the Snapdragon 8 Gen 3, making it an attractive alternative to Qualcomm's offering if it comes at a lower price point. Initial leaks suggest that the Dimensity 9300 will use four Cortex-X4 cores and four Cortex-A720 cores, with MediaTek's latest GPU and support for LPDDR5T RAM up to 9.6Gbps.

Picture 1 of Snapdragon chip increases in price, Android manufacturers 'ruffle their ears'

On the other hand, Qualcomm will also launch Snapdragon 8 Gen 3 in October. Digital Chat Station does not specifically disclose the price of Qualcomm's new SoC. But it can be compared with the previous Snapdragon 8 Gen 2, which Qualcomm charges up to \$ 160, which is higher than what Apple has to pay for the A16 Bionic chip. Snapdragon 8 Gen 3 will be manufactured on TSMC's advanced 4nm N4P process, so it will certainly cost more.

The rising cost of high-end chips from Qualcomm has significantly affected the product pricing of many Android manufacturers, contributing to the increase in smartphone prices in some markets recently.

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