Kionix Reduces Power Consumption, Speeds Multiplexed Switching for Hard-Disk-Drive Protection

Company Releases KXTH5 Tri-axis Accelerometer into High-Volume Production

Ithaca, New York—February 8, 2011– Kionix, Inc., a leading provider of microelectromechanical systems (MEMS) inertial sensors for portable consumer devices, today announced a new tri-axis analog accelerometer that improves multiplexed switching for hard-disk-drive (HDD) protection by 400% over its predecessor, the KXPB5, which is scheduled for obsolescence this year. The new KXTH5 boosts the speed at which the hard disk drive can detect a "drop," thereby increasing system robustness.

Kionix is the largest supplier of accelerometers to the global HDD market, which the analyst firm iSuppli estimates reached nearly 170M units during the last quarter of 2010. Further broadening the Kionix product portfolio of accelerometers, the KXTH5 features:

- An integrated 4-channel multiplexer that decreases system microcontroller (MCU) requirements to only 1 analog-to-digital converter (ADC) and 2 digital I/O's, reducing part count and saving cost and board space;
- A very high sampling rate of 32 kHz per axis that, when combined with the short 5µs settling time of the integrated multiplexer, can match the performance of three separate analog outputs;
- A high signal-to-noise ratio with excellent performance over temperature, improving resolution of motion;
- Low noise density that improves resolution and accuracy;
- Low power consumption of 350 µA when operating and 5 µA on standby;

- Customizable operation at any value between 1.8V and 3.6V DC, programmed at the factory to function correctly at the customer-specified voltage;

- Factory-programmable sensitivity that allows a customization range at any value between ±1.5g to ±6g, tailoring the function to the customer's application;

- Noise management with factory-programmable options for a switched-capacitor low-pass filter or no low-pass filter; and

- A very small 3x5x0.9mm 14-pin Land Grid Array (LGA) package.

The KXTH5 is a direct response to customer demand for a low-power, low-noise, lower-cost product that supports fast multiplexed switching speeds.

Availability

The KXTH5 is now shipping to qualified customers. For more information about the KXTH5 accelerometer, please email: salesna@kionix.com or contact the Kionix sales office nearest you: http://www.kionix.com/about-kionix/sales-offices.html.

About Kionix

Kionix, Inc., located in Ithaca, New York, USA, is a wholly-owned subsidiary of ROHM Co., Ltd. of Japan. The Company pioneered high-aspect ratio silicon micromachining based on research originally conducted at Cornell University and today enjoys a global reputation for MEMS product design, process engineering and quality manufacturing. Consumer-electronics leaders worldwide utilize Kionix's products, development tools and application support to enable motion-based gaming; user-interface functionality in mobile handsets, personal navigation and TV remote controllers; and hard-disk-drive drop protection in mobile products. Kionix's MEMS products are further diversified into the automotive, industrial and healthcare sectors. Kionix offers one of the industry's broadest families of MEMS devices that incorporate tri-axis accelerometers and

gyroscopes along with the mixed-signal-interface integrated circuits that provide algorithm processing of sensor data. Kionix is ISO9001:2000 and TS16949 registered. For more information on Kionix, visit: http://www.kionix.com. For additional information on ROHM, visit http://www.rohm.com.

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