



**FOR IMMEDIATE RELEASE**

## **Kionix Introduces Gesture Designer™ for Sophisticated User Interface**

**Ithaca, New York – Tuesday, April 27, 2010** – Before long, users of handheld electronics will be able to train their devices to accept their own personal gestures for feature enablement. Today, at the Globalpress Electronics Summit in Santa Cruz, CA, Kionix announced Gesture Designer™, a software engine that, when embedded into device hardware, allows individuals to capture, and manage unique signatures for any number of gestures they wish to generate for motion-enabled functionality in consumer electronics.

Kionix, a global leader in the design and fabrication of high-performance, silicon-micromachined MEMS inertial sensors, is currently introducing Gesture Designer™ to hardware, software, and application developers as well as device manufacturers.

“Content developers struggle to define a gesture library that can be applied to all applications and all users; they are eager for tools that will help them understand motion sensing,” said Eric Eisenhut, Kionix Vice President for Sales and Marketing. “Gesture Designer™ provides a user-friendly environment for the creation, evaluation, and implementation of motion-based gestures for such applications as intuitive user interface and interactive gaming.”

In essence, Gesture Designer™ is a library of code from which user-specific, gesture-based commands can be created and managed. A gesture-based command is a recording of the data that results from the movement of an accelerometer during a gesture event. Once authenticated by the onboard recognition engine and subsequently stored, this unique command can be used to execute an operation.

Tools such as Gesture Designer™ will allow mobile electronics vendors to enhance their software development kits with critical capabilities that include greater access to embedded sensors, the ability to interpret sensor outputs, and, ultimately, the ability to customize the use of this information for specific applications or end-user characteristics.

### **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 hard-disk-drive drop protection in mobile products. Kionix's MEMS products are further diversified into the automotive, industrial, and health-care 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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