



FOR IMMEDIATE RELEASE

Kionix Joins Texas Instruments Developer Network

Ithaca, New York – Tuesday, September 2, 2009 – Kionix, Inc. has joined the Texas Instruments Incorporated (TI) Developer Network to support motion-sensing applications driven by TI's ultra-low power MSP430 microcontroller (MCU) platform.

"Customers that have selected the MSP430 can now easily enhance their applications by incorporating sensor inputs from Kionix accelerometers," said Eric Eisenhut, Kionix's Vice President for Sales and Marketing. "Kionix offers two development tools that provide engineers with versatile development platforms for cost-sensitive, low-power designs and designs that will rely on the highest performance tri-axis accelerometer specifications."

Kionix's *EZ430-C7 Evaluation Board* has been developed for use with TI's eZ430-F2013 MSP430 Development Board. This combination is ideally suited for the lowest-power, cost-sensitive application. This convenient USB form factor kit allows users to move quickly toward the creation of accelerometer-enabled functionality. The *KXR94 Development Kit*, a stand-alone development platform, includes the TI MSP430F149 MCU. The KXR94 tri-axis accelerometer product delivers industry-leading sensor performance, both electrically and mechanically.

"Kionix's advanced motion-sensing technology combined with the ultra-low-power capability of the MSP430 MCU provides customers with a powerful development solution that will speed time-to-market for their products," said Eric Seigel, MCU Developer Network Manager at TI.

Kionix was recently named the world's fastest-growing MEMS manufacturer by Yole Research Development. The Company is a leading supplier to the consumer, industrial, healthcare, and automotive electronics markets with its broad offering of inertial-sensing products. Consumer electronics leaders worldwide utilize Kionix's technology for motion-based gaming; gesture recognition and user-interface operations in cell phones and handheld PDAs; personal navigation; and free-fall detection in ultra-mobile PCs, laptops, and hard disk drives. The system integration of Kionix inertial sensors has been simplified through the use of development tools that interface a standard microcontroller to the sensor via analog or digital bus communication (I²C and SPI) as well as through functional algorithms that Kionix is integrating at increasing levels into its products.

Availability

The EZ430-C7 Evaluation Board holds Kionix's KXSC7-2050 accelerometer and plugs directly into an MSP430 Development Board, TI part number eZ430-F2013 (not included). A CD containing sample firmware for reading acceleration and step-by-step instructions is included. The KXR94 Development Kit includes a KXR94-2050 accelerometer, TI's MSP430F149 MCU, onboard battery, and memory. Both parts are available through Kionix at salesna@kionix.com.

About the Texas instruments Third Party Developer Network

Kionix is a member of the TI Developer Network, a community of respected, well-established companies offering products and services based on TI analog and digital technology. The Network provides a broad range of end-equipment solutions, embedded software, engineering services and development tools that help customers accelerate innovation to make the world smarter, healthier, safer, greener, and more fun. For more information visit www.ti.com/tidevnetwork.

About Kionix

Kionix, Inc., founded in 1993, is a privately-held company located in Ithaca, New York, USA. 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 high-quality manufacturing. The Company offers one of the industry's broadest families of MEMS inertial sensors including single-, dual-, and tri-axis accelerometers, gyroscopes, and unique combination sensors. Kionix is ISO9001:2000 and TS16949 registered. For more information visit www.kionix.com.

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