



**FOR IMMEDIATE RELEASE**

## **Kionix Supports Automotive and Industrial Markets with KXD94 Accelerometers**

**Ithaca, New York – Monday, July 21, 2008** – Kionix, Inc., a global leader in the design and fabrication of high-performance, silicon-micromachined MEMS inertial sensors, has announced the expansion of its product line to include the KXD94 series of accelerometers, providing automotive and industrial customers with a tri-axis, small form factor, mid-g, motion detection device.

Eric Eisenhut, Vice President for Sales and Marketing, points out, “The KXD94 brings excellent performance and lower cost to these two important markets. For the automotive industry, the KXD94 is a perfect solution for suspension control systems and smart shock absorbers and, in industrial settings, it supports applications such as platform stabilization, event detection, vibration analysis, appliance monitoring, and drill orientation.”

“The KXD94 and its sister product, the KXR94, are the core of Kionix's automotive product family,” explains John Bergstrom, Director of Automotive Product Engineering. “In these products we've applied Kionix technology to automotive applications that require offset stability, performance over temperature, and low noise. The exceptional level of performance we've achieved in a standard DFN package, which, for the auto sector, addresses both weight and cost concerns, represents a significant advancement.”

The KXD94 is distinguished by its factory programmable, full-scale, output range of  $\pm 5g$  to  $\pm 13g$  and supply voltage of 2.75V to 5.25V, an integrated 4-channel multiplexer, an internal 1KHz low pass filter, excellent temperature performance, low noise, and low power consumption. The part is delivered in a RoHS compliant 5x5x1.2mm DFN package.

The KXD94 evolved from sensors designed originally to satisfy the high-performance requirements of the consumer electronics industry where Kionix has held a market leadership position for several years. The Company's breadth of experience on the consumer side has positioned it to break new ground within the automotive and industrial sectors where sensor functionality, small size, and price relief have been long awaited.

### **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 quality manufacturing. Consumer electronics leaders worldwide utilize Kionix's technology for motion-based gaming, user-interface functionality in mobile handsets, personal navigation, and hard disk drop protection in mobile products. Kionix's MEMS products are further diversified into the automotive, industrial, and health care sectors. 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.

**Contact:**

Kionix, Inc.  
36 Thornwood Drive  
Ithaca, New York 14850  
(607) 257-1080  
[www.kionix.com](http://www.kionix.com)

Jeanette P. Shady  
Director, External Communications  
[jshady@kionix.com](mailto:jshady@kionix.com)