



Kionix and ROHM Showcase “Total Sensor Solutions” at Sensors Expo 2011

—Companies co-exhibit and address both design-engineer and user perspectives at technical conference

ITHACA, NY—June 2, 2011—[Kionix](#), Inc., a top-three provider of micro-electromechanical systems (MEMS) inertial sensors for portable consumer devices, will for the first time co-exhibit with parent company [ROHM Semiconductor](#) at [Sensors Expo & Conference](#) in Rosemont, IL, June 7-8, 2011. Joined by a second ROHM Group company, OKI Semiconductor, the companies will present their “total sensor solutions” portfolio—encompassing acceleration, hall-effect, magnetic, position, temperature, velocity and wireless sensors as well as sensor system components. Kionix and ROHM will offer a full slate of product and application demonstrations at their booth, highlighting their technical capabilities and providing real-world examples of their sensors in commercial applications.

According to [Greg Galvin](#), president and CEO of Kionix, the joint exhibition with ROHM demonstrates a stronger competitive position for customers seeking more comprehensive sensor solutions: “Not only can we provide the inertial sensors, accelerometers, gyros and magnetometers, but now, together with ROHM, we can also offer a wide range of other sensors that are critical components in mobile handsets, tablets and other products. Sensors such as hall-effect sensors, temperature sensors, ambient light sensors, proximity sensors, IR LEDs and even bio-sensors for medical use comprise the Kionix-ROHM portfolio.”

Mike Smith, director and general manager of Design Centers at ROHM Semiconductor USA, commented, “ROHM Group’s portfolio of motion, bio and environmental sensors allow users to interact with their devices in a very compelling way. By combining our extensive array of sensors, software and reference kits, we are able to provide our

customers with an attractive, powerful total-sensor-solution offering, reducing their time-to-market and cost-of-ownership.”

Smith will present the ways in which ROHM Group’s extensive lineup of sensory devices and solutions are “[Enhancing the User Experience through Smart Sensor Technology](#),” in a Sensors Expo Technology Update, June 7 from 11:45 a.m.-12:15 p.m.

MEMS Sensor Integration and the Mobile OS

Ken Foust, director of customer technical support at Kionix, will share pragmatic ways to help designers overcome sensor-integration challenges in his presentation, “[MEMS Sensor Integration into Mobile Operating Systems](#),” June 7 from 1:50-2:30 p.m.

“Apple’s iPhone, smartphones using Google’s Android OS, and tablet PCs with Microsoft Windows exemplify the ways in which sensors have become fundamental to the design and operation of electronic devices. However, each platform presents a unique set of sensor integration challenges that must be overcome in order to maximize functionality and the user experience,” said Foust.

Visit Kionix and ROHM Group at Sensors Expo

Kionix will also introduce new low-power accelerometers for consumer electronics at Sensors Expo.

For demos or more information, please visit [Kionix and the ROHM Group, Booth 901, Sensors Expo & Conference](#), June 7-8, 2011 at the Donald E. Stephens Convention Center in Rosemont, IL, or visit: <http://www.kionix.com/about-kionix/trade-shows.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>.

About ROHM Semiconductor

ROHM Semiconductor is an industry leader in system LSI, discrete components and module products, utilizing the latest in semiconductor technology. ROHM's proprietary production system, which includes some of the most advanced automation technology, is a major factor in keeping it at the forefront of the electronic component manufacturing industry. In addition to its development of electronic components, ROHM has also developed its own production system so that it can focus on specific aspects of customized product development. ROHM employs highly skilled engineers with expertise in all aspects of design, development and production. This allows ROHM the flexibility to take on a wide range of applications and projects and the capability to serve valuable clients in the automotive, telecommunication and computer sectors, as well as consumer OEMs. For additional information on ROHM, visit <http://www.rohm.com>.

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