



FOR IMMEDIATE RELEASE

Kionix Development Tools Provide Solutions and Reduce Time to Market

Ithaca, New York – Wednesday, June 9, 2010 – The growth of MEMS inertial sensing was an important topic of discussion at Sensors Expo and Conference held this week in Rosemont, Illinois. The spotlight, however, was not on the simple adoption of accelerometers and gyroscopes that drive the consumer electronics market but on the systems and development support that facilitate much of the growth.

Ken Foust, Director of Technical Support at Kionix, believes that accelerometer growth within the consumer market is substantially attributable to the availability of application development tools to provide solutions that help customers understand sensor capabilities, establish product differentiation, and reduce time to market.

In his presentation to Expo attendees, entitled *Application Development Tools Create Growth for MEMS Sensors*, Foust said that these inexpensive, accelerometer-equipped serial development tools provide form-factor and capability-specific platforms for development and are often created in-house by sensor suppliers.

“Sensors have become critical in products and markets where application developers have access to sensor information and where sensor information can be processed for a specific application,” said Foust. “For example, a gesture-recognition tool, such as Kionix’s Gesture Designer™, gives developers access to sensor-input information from which gesture interface can be created and adapted to a variety of applications and individual users. The tool provides a visual method to compare, modify and validate gestures to enable highly-repeatable commands.”

Such tools are expected to gain adoption beyond the consumer markets, expanding sensor uses within the health care, automotive, and industrial sectors.

About Sensors Expo and Conference

Sensors Expo is dedicated to exploring the most up-to-date innovations in sensor technology including physical sensors, sensor networks, biosensors, Energy Harvesting, MEMS/Nanotechnology, instrumentation & controls, intelligent systems, machine-to-machine communication, wireless sensing and IT technology. Sensors Expo & Conference identifies cutting-edge trends, explores them in an information-packed conference program, and reflects those trends throughout the exhibit floor with new product announcements, technology focused tours, and a showcase of hundreds of products and services.

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 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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