



FOR IMMEDIATE RELEASE

Kionix KXTF9 is Only Accelerometer in Electronic Design's Top 101 Components

Ithaca, New York – Thursday, July 8, 2010 – Kionix, Inc., a global leader in the design and fabrication of high-performance, silicon-micromachined, MEMS inertial sensors, today announced that its KXTF9 tri-axis accelerometer with *Directional Tap/Double-Tap™* is the only accelerometer to appear in Electronic Design's annual ranking, *The Top 101 Components List*.

"This reflects the market's enthusiasm for the added value that Kionix products bring to novel user-interface methods in mobile electronics," said Kenny Salky, Vice President for Sales. "Innovation through sensor integration is accelerating due to the added intelligence that Kionix provides in its products—design teams have recognized this and end customers will realize the benefits as well."

Earlier this year, Kionix released its Application Note AN023, "Getting Started with the KXTF9," that helps engineers understand the product's embedded features and navigate through the details of the KXTF9 technical specifications.

"Compiling a list is often a matter of combining subjective judgments with objective data," said Electronic Design's Editor-in-Chief Joseph Desposito. The subjective judgment is applied to the list's creation by Components Editor Mat Dirjish in selecting what he deems to be the best new products that come across his desk, two of which are selected each week to appear in Electronic Design's *Products of the Week* e-newsletter. The objective judgment lies with e-newsletter readers who, in clicking a link for more product information, register their "votes," which, according to Dirjish, "enables us to deduce which products were the most popular—the ones you were looking for most—over the past year."

The KXTF9's *Directional Tap/Double-Tap™* feature operates by the detection of a quick, light tap, or double tap, on any of the six faces of an object (X, Y and Z). The embedded algorithm allows the accelerometer to discern a single or double tap and the direction from which the tap originated. These 12 taps/double taps can be used by customers as user-interface commands to enable certain features on their electronic products

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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