FOR IMMEDIATE RELEASE

Sensor Integration at Kionix Opens New Paths for Growth in Consumer Electronics

Ithaca, New York – Wednesday, June 10, 2009 – The future of MEMS inertial sensing was a leading topic of discussion at Sensors Expo and Conference 2009 held in Rosemont, Illinois this week, and Kionix was front-and-center to talk about the impact of sensor integration on market acceptance and expansion.

According to Ken Foust, Manager of Customer Technical Support who was a presenter for the track session *It's All in the Application: Sensor Integration and Expanding Markets*, the value of inertial sensing is being defined by the ease of system integration: "Our ability to pack our ASICs with complex algorithms and to embed intelligence into our sensor packages greatly benefits our customers' bottom line. These total-solution products enable a wide range of long-promised, sophisticated applications and save our customers time and resources. Customers can avoid dedicating their own engineering teams to making motion work for their applications, and they can move their products to market more quickly, a huge advantage in capturing market share."

Foust described three paths of sensor integration—embedded solutions, embedded intelligence, and integrated sensing for emerging consumer electronics applications.

He characterized embedded solutions as a sensor plus a smart ASIC, which can enable such computationally-limited functions such as screen rotation, free-fall detection, and activity monitoring. "Kionix's newest product, the KXTF9 accelerometer, features an embedded solution, the *Directional Tap/Double-Tap*™, the only innovation of its kind on the market today," said Foust. An algorithm embedded into the ASIC allows user access to 12 tap-enabled, application-specified functions. A quick tap or double-tap on any of the six faces defined by the X, Y, and Z axes will activate functionality with programmable feel and sensitivity.

Embedded intelligence is distinguished by a sensor with a microcontroller (MCU) or digital signal processor (DSP) implanted in the same package for more advanced applications such as pedometer functionality, gesture recognition, and digital image stabilization. Integrated sensing relies on the incorporation of multiple sensor types in one package. For example, an Inertial Measurement Unit (IMU) utilizes a combination of accelerometers, gyroscopes, magnetometers, and MCU/DSP.

"Each path has its own advantages," Foust pointed out. "Embedded solutions are simple and easy to use. They can be found in the smallest footprints, are low in cost, and consume less current. Embedded intelligence offers reduced digital bus traffic, a

current savings, and, like integrated sensing, an opportunity to share computing resources."

"But, increased intelligence is not without consequences," Foust went on to say. "Embedded intelligence and integrated sensing are more costly, take up more real estate, and, in the manufacturing process, are subject to packaging and yield challenges." Nevertheless, Kionix's work on sensor integration is a top priority and continues to fuel the growth in consumer electronics with new and exciting functionality.

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.

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