

## Bosch showcases consumer MEMS sensor portfolio at CES 2012

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- ▶ Only complete portfolio of MEMS sensors for mobile phones
- ▶ World's smallest 3-axis gyroscope and award winning digital MEMS microphones exhibited
- ▶ High volume consumer applications drive production of 2 billionth MEMS sensor

Bosch, the leading manufacturer of MEMS (microelectromechanical systems) sensors, announced today that two Bosch Group companies, Bosch Sensortec and Akustica, will be jointly showcasing their consumer MEMS products at the Consumer Electronics Show (CES) this week in Las Vegas. One of the highlights of the exhibit will be a demonstration of Bosch Sensortec's newly announced BMG160 – the world's smallest available 3-axis gyroscope and its corresponding 9 degree-of-freedom sensor fusion software. Visitors can also evaluate Akustica's AKU230 digital microphone which was named as one of EDN (Electronic Design News) Magazine's "Hot 100 products of 2011".

With the introduction of Bosch Sensortec's new gyroscope, Bosch's consumer MEMS product portfolio is the only one in the world from which mobile device manufacturers can procure all of the MEMS sensors needed for navigation, motion control, and audio input. Bosch's renowned and unparalleled experience in the design and manufacturing of high volume, high quality MEMS sensors for automotive applications has enabled Bosch Sensortec and Akustica to continually meet the demands of leading consumer electronic device manufactures with new and innovative products. Consumer MEMS products have been a significant contributor to rising annual production rates of MEMS sensors at Bosch's Reutlingen, Germany fabrication facility and to the company's production of its 2 billionth MEMS sensor.

Not only does Bosch Sensortec have the most extensive MEMS sensor product line-up for mobile phones, but it is also the only supplier that designs and manufactures all of its MEMS components in-house. Complementing its broad range of sensors, Bosch Sensortec's new 9 degree-of-freedom sensor fusion software library provides manufacturers with a complete plug-and-play system solution for navigation and motion control, significantly reducing manufacturer

programming and design time. The unique combination of in-house MEMS and software design gives Bosch Sensortec a complete understanding of their sensors and the ability to quickly optimize designs to deliver customers the highest precision results. Visitors of Bosch's CES booth can also see Bosch Sensortec's exclusive 6 to 14 Bit accelerometer portfolio in 2 mm x 2 mm packages as well as the highest performance barometric pressure sensors available for consumer devices.

Along with Bosch Sensortec, Akustica will be highlighting its AKU230 digital microphone, the second Akustica product in five years to be named to the EDN list of the "Hot 100 Products". The AKU230 is the world's smallest monolithic MEMS device and the first product introduced by Akustica after its acquisition by Bosch in 2009. Designed and manufactured using a patented CMOS MEMS process, the AKU230 was a first validation of the strength gained by combining the Bosch size, resources, and experience with Akustica's fully in-house MEMS, ASIC (application-specific integrated circuit), and package design teams. The AKU230 is used today by the world's leading laptop manufacturers and by other consumer device manufacturers using microphone arrays for high quality voice input.

In 2011, Akustica also demonstrated its continued commitment to high quality and worldwide customer support by adding new distributors and manufacturer representatives in the United States, and opening an Akustica sales office in Shanghai. Additionally, Akustica built an anechoic chamber in its Taiwan sales office in order to provide local, quick-turn acoustic testing for its customers. The additional teams and capabilities will support Akustica as it expands its microphone portfolio and introduces products targeted at the mobile phone market in 2012.

Bosch Sensortec and Akustica will showcase their solutions in the MEMS TechZone, Las Vegas Convention Center South Hall 2, ground level, booth number 25218. Additionally, Frank Melzer, CEO of Bosch Sensortec will participate in the CES Panel titled "Connecting the Real World with the Digital World: Harnessing the Power of MEMS" at 10:30am – 11:30am on January 11 in room N254, North Hall, LVCC.

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***About Bosch Sensortec***

*Bosch Sensortec GmbH is a fully owned subsidiary of Robert Bosch GmbH. It develops and markets micro-mechanical sensors for consumer electronics, mobile phones, safety systems, industrial technology and logistics. The product portfolio includes triaxial geomagnetic and acceleration sensors, triaxial gyroscopes, barometric pressure sensors and a comprehensive software portfolio for various applications. Since its foundation in 2005 Bosch Sensortec emerged as the technology leader in the addressed markets. The Bosch Group has been the global market leader for MEMS sensors since 1998 and has to date sold more than 2 billion MEMS sensors.*

For more information, go to [www.bosch-sensortec.com](http://www.bosch-sensortec.com)

***About Akustica***

*Akustica is a leading supplier of silicon microphone products that are improving voice-input quality in a host of voice-enabled applications, from mobile phones to Internet telephony on notebooks and PC camera modules.*

More information about Akustica is available at [www.akustica.com](http://www.akustica.com).

***About Bosch***

*In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, solar energy, healthcare and software innovations. Having established a regional presence in 1906, Bosch employs over 22,000 associates in more than 100 locations, with reported sales of \$8.8 billion in fiscal 2010. For more information, visit [www.boschusa.com](http://www.boschusa.com).*

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 285,000 associates generated sales of 47.3 billion euros in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent 3.8 billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

Additional information can be accessed at [www.bosch.com](http://www.bosch.com) and [www.bosch-press.com](http://www.bosch-press.com).