

# Media Advisory

## Akustica to Debut Latest MEMS Microphone at Globalpress Electronics Summit March

March 15, 2011

[Akustica](#), the Pittsburgh-based company that invented single-chip digital Micro Electro-Mechanical Systems (MEMS) microphones, will unveil a new digital MEMS microphone for laptops, netbooks and tablet PCs on Wednesday, March 30, 11 a.m., at the 2011 [Globalpress Electronics Summit](#) in Santa Cruz, Calif. Akustica's President and Chief Executive Officer [Stefan Finkbeiner](#) will present the company's 4<sup>th</sup>-generation microphone and its first new product since Akustica joined the Bosch Group in 2009.

The Globalpress Electronics Summit is the annual gathering of electronics trade and business journalists who travel to Northern California from around the world to meet with top-ranked US electronics executives. Akustica will be on hand for the Summit's "MEMS Day," to be hosted by Alissa M. Fitzgerald, PhD, board member of [MEMS Industry Group](#).

Dr. Finkbeiner, who holds a PhD in solid-state physics from the Max Planck Institute in Stuttgart, Germany, was appointed to his current post in 2009 after more than 20 years of engineering, manufacturing and marketing high-volume, high-quality sensors at Robert Bosch GmbH in Germany.

### **About Akustica**

*Akustica is the 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) or by calling +412.390.1730.*

### **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 and healthcare products. Having established a regional presence in 1906, Bosch (North America) employs over 20,000 associates in more than 70 locations, with reported sales of \$7.3 billion in fiscal 2009. For more information, visit [www.boschusa.com](http://www.boschusa.com).*

*The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 283,500 associates generated sales of 47.3 billion euros (\$62.7 billion) in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 300 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 some four billion euros (\$5 billion) 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. Bosch is celebrating its 125th anniversary in 2011.*

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