

MEMS Panel Global Press 2010

MEMS is Hot:

How MEMS is Fueling Growth in the Post-recession Economy

Mark Martin's statement to the moderator

Advanced, high performance MEMS accelerometers and gyroscopes are set to transform an incredibly diverse scope of new applications. We are entering a new wave of MEMS adoption driven by the heightened awareness of MEMS motion sensor capabilities. The 1st wave was driven by auto safety systems in the 1990s; the 2nd wave by consumer products in the 2000s. During the next decade, a 3rd wave will see the adoption of MEMS motion sensors in many medical, industrial instrumentation, and defense applications.

Driven by a need for higher levels of performance, robotics, machine health monitoring along with portable medical devices are just a few of the applications that are adopting ADI's *iMEMS*[®] and *iSensor*[®] motion signal processing technologies. As a MEMS pioneer and innovator, ADI has led the MEMS sensor performance curve for nearly two decades, from auto to consumer products to enabling the next broad adoption wave in many new markets.