



**GLOBALPRESS
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Panel: MEMS is HOT: How MEMS is Fueling Growth in the Post-recession Economy

Statement of Eric Eisenhut, Kionix, Inc:

Kionix, Inc. became a wholly-owned subsidiary of Rohm Co., Ltd. in late 2009 and continues to be a leader in the dramatic growth of MEMS technology in consumer electronics, enabling new and exciting sensor applications and functionality in mobile products. Along with market acceptance comes an increasing market reliance on the manufacturing structure of large-scale semiconductor companies and the insightful application assistance that can create sustainable value. MEMS suppliers are expected to incorporate algorithms into ASIC blocks of silicon, integrate multiple-sensor systems with available processing and power requirements, and create application development tools that accommodate market requirements for third-party developers in embedded, mobile environments. Kionix expects strong growth in the healthcare and industrial markets, as well as further expansion in the consumer electronics market, as application development tools secure the position of MEMS sensors as key components for mobile devices that rely on context awareness for effective user interaction.