

Summary

The shipment of accelerometers into consumer devices started with significant volumes in 2006/2007 and experienced strong growth rates since then. With the biggest share already going into mobile phones, this market is still poised for further driving future growth. But maintaining this growth requires different skills of suppliers today. As the competitive landscape brightens up, this turns to be more and more a competition of most effective technologies and related services. Providing a product that might fulfil the application requirements is by far no guarantee to achieve a business win. What counts today, is having a whole line-up of products and related SW support that allows customers to chose the optimum solution for their specific needs. Compatibility of products within the portfolio and the transferability/scalability of implementation efforts is an imperative for efficient system integration. Given the high volumes and steep production ramps of customer product-platforms, factors like reliable but flexible supply capabilities and impeccable product quality turn to be a very important factor for the economic success of customers. This demonstrates, that the success formula in the MEMS consumer devices business contains multiple factors – with most of them being based on traditional skills like technology excellence, in-depth application understanding and impeccable product quality – along with the generally valid “be close to and understand your customer”.

