



## **Bosch Sensortec and Akustica MEMS at 2013 International CES:**

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### Advanced Consumer Interaction with Mobile Devices

- ▶ Bosch Sensortec and Akustica display complete MEMS sensor portfolio for consumer devices: inertial, pressure, combination, and magnetic sensors plus sensor-fusion software, and microphones
- ▶ Highlight of products/applications that improve HMI in mobile handsets, tablets, laptops, GPS, other high-volume devices

Pittsburgh/Reutlingen – [Bosch Sensortec](#) and [Akustica](#), two companies of the Bosch Group providing tiny, intelligent MEMS sensors and solutions to the world's top consumer-electronics manufacturers, will demonstrate their technology in action at the 2013 International CES in Las Vegas.

Bosch Sensortec offers an extensive portfolio of MEMS sensors that dramatically improve the mobile-device user's experience. The company will showcase its broad range of single-function micro-electromechanical systems (MEMS) inertial sensors; 6- and 9-axis sensor nodes; pressure sensors; magnetic sensors; and highly intelligent sensor-fusion software. Whether used as standalone products, in conjunction with one another, or as co-packaged devices, Bosch Sensortec sensors set size, performance and integration standards for MEMS in consumer electronics.

CES attendees visiting Bosch Sensortec will be able to personally experience the ways in which these sensors 'interpret' motion into the digital realm, make the human-machine interface (HMI) more intuitive, and enable novel classes of applications such as augmented reality and indoor navigation.

Akustica will also highlight its latest additions to the Bosch consumer MEMS portfolio: four new MEMS microphones that combine a high signal-to-noise ratio (SNR) and super wideband frequency response with tightly

matched sensitivity to deliver HD voice quality. These new microphones improve the performance of the increasing number of voice-enabled applications that consumers use in their daily lives. Because ‘voice starts at the microphone’ – the first component in the audio chain – microphone quality is critical to consumer satisfaction and to mobile device manufacturers that are differentiating some of their newest products based on audio input.

### **New Execs at Bosch Press Conference, 1/7/12**

Newly appointed Akustica and Bosch Sensortec chief executives, Dr. Horst Muenzel, CEO and general manager, Akustica, and Dr. Stefan Finkbeiner, CEO and general manager, Bosch Sensortec, will both attend CES and represent their companies at the Bosch press conference during CES media day. ([See press release](#): “Bosch Sensortec and Akustica Announce New Leadership,” 11/30/12.)

Along with other members of the Bosch leadership team, Muenzel and Finkbeiner will join Dr. Werner Struth, chairman, Robert Bosch LLC, and member of the Board of Management, Robert Bosch GmbH, at the company’s first CES press conference. During the conference, Struth will preview the Bosch CES booth, showing the many Bosch technologies that make life better – including MEMS sensors that enable a more natural interaction with mobile devices and many other applications. The Bosch press conference will take place Jan. 7, 2013, 8:00-8:45 a.m., Mandalay Bay, Level 3, Banyan A.

### **Akustica and Bosch at First CES MEMS Track, 1/8/12**

Klaus Meder, president of the Bosch Automotive Electronics division, and Davin Yuknis, vice president of sales and marketing, Akustica, will participate in MEMS Industry Group’s [MEMS conference track](#). Meder will give the [“MEMS Generation” keynote](#): “Why Miniature ‘Machines’ are Changing the User Experience with Everything,” 9:15 a.m., Tuesday, Jan. 8, 2013, Las Vegas Convention Center (LVCC), North Hall N264.

Yuknis will join the panel, [“MEMS, Signal Quality, Smart Sound and the Mobile Handset,”](#) Jan. 8, 2012, 11:20 a.m.-12:00 p.m., LVCC, North Hall, Room N264.

### **On the Show Floor: Bosch Sensortec and Akustica**

Bosch Sensortec and Akustica will demonstrate their newest products as well as consumer-focused demos at the Bosch booth, LVCC, South Hall 1, stand #21322, during exhibition hours.

## **For More Information**

Press who would like to meet with Bosch Sensortec and Akustica, may contact: Maria Vetrano, Vetrano Communications, phone: +1 617 876 2770, email: [maria@vetrano.com](mailto:maria@vetrano.com).

Business partners may schedule a meeting with the companies by visiting: <http://bitly.com/Ru52Qp>.

## **Press photo: 1-BST-18858, 1-BST-18859**

### **Press Inquiries:**

#### **Akustica**

Marcie, Weinstein  
phone: +1 412 680 8292

#### **Bosch Sensortec**

Tina, Horstmann  
phone: +49 7121 3535-924

Christian, Hoenicke  
phone: +49 711 811-6285

#### **Vetrano Communications**

Maria, Vetrano  
phone: +1 617 876 2770  
email: [maria@vetrano.com](mailto:maria@vetrano.com)

*Akustica is a wholly owned subsidiary of [the Bosch Group](#) and a top supplier of silicon microphone products that are improving voice-input quality in a host of voice-enabled applications, from mobile handsets, tablets and headsets to Internet telephony on notebooks and PC camera modules. The company offers worldwide customer support services, from design-in services to post-production quality assurance. Akustica is a global organization with corporate headquarters in Pittsburgh, PA; regional offices in Taiwan and Shanghai; and a worldwide team of distributors. For more information about Akustica, go to: [www.akustica.com](http://www.akustica.com)*

*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 about Bosch Sensortec, go to: [www.bosch-sensortec.com](http://www.bosch-sensortec.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, more than 300,000 associates generated sales of 51.5 billion euros in fiscal 2011. The Bosch Group comprises Robert Bosch GmbH and its roughly 350 subsidiaries and regional companies in some 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 4.2 billion euros for research and development in 2011, and applied for over 4,100 patents worldwide. With all its products*

and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial. For more information about Bosch Group, go to: [www.bosch.com](http://www.bosch.com) and [www.bosch-press.com](http://www.bosch-press.com)