

## Under the roof of the TDK Group, Micronas advances the magnetic sensor business

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- Micronas will enhance the global strategy for magnetic sensors within the TDK Group.
- First insight will be provided on this year's electronica exhibition in Munich.

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TDK Corporation announces the upcoming integration of Micronas into the TDK Group. Micronas, a TDK group company, joins the magnetic sensor business group to advance the magnetic sensor business especially for Automotive applications within the TDK Group. The combined technological expertise of TDK and Micronas particularly in the area of magnetic field measurement should help to optimally take advantage of growth opportunities within the sensor industry, especially within the Automotive market: Micronas has expertise in the area of sensor systems and the integration thereof, mostly regarding so-called Hall-effect sensors and embedded motor controllers. TDK specializes in the so-called magneto-resistive (MR) technology, mainly in sensors based on the tunnel magneto resistive (TMR) effect. As an independent subsidiary of TDK, Micronas will keep selling its Hall sensors, embedded motor controllers under the brand name Micronas. In the course of the integration of the company into the TDK Group, Micronas will adapt to the corporate design of TDK. First impressions of the new design within the TDK Group will be given during this year's electronica exhibition in Munich, from November 8 to 11, at booth no. 219, in hall 6. The main focus at the booth will be set on the innovative product portfolio of TDK's magnetic sensor business group.

"The combined knowledge and expertise in the area of magnetic field measurement of Micronas and TDK enables the development of new products, creative solutions and innovative technology", says Matthias Bopp, CEO of Micronas. To take over the responsibility for the magnetic sensor products at TDK, Matthias Bopp was announced General Manager of Magnetic Sensors Business Group of Magnetic Heads and Sensors Business Company. Now he additionally manages several magnetic sensor groups in Asia, all subsidiaries of TDK.

TDK believes in the valuable resources of Micronas. "We have been searching since quite some time for a company like Micronas. Micronas is the perfect partner for TDK to fulfill our strategy to become the leader in the field of magnetic sensors", adds Albert Ong, CEO of the Magnetic Heads and Sensors Business Company of TDK. "Micronas is well positioned with the Freiburg site, especially due to being so close to European customers. Micronas advantage is to have everything under one roof and control especially quality and delivery performance, which fits well into the Monozukuri strategy of the TDK Group."

### Glossary

- Hall Effect: Hall sensors are based on the so-called Hall effect which was named after its developer Edwin Hall. Hall sensors are monolithically implemented by Micronas in CMOS technology together with electric circuits such as signal conditioning, evaluation, power management and network interfaces. These products are especially used for angular, positioning, speed, and current measurements. Micronas is one of the leading companies for linear sensors in automotive applications and offers the biggest Hall sensor portfolio for the Automotive and Industrial market

worldwide.

- TMR technology: A TMR component consists of two ferromagnets separated by a thin insulator. If the insulating layer is thin enough, electrons can tunnel from one ferromagnet into the other. Sensors based on this principle suit for applications such as magnetic field measurements, e.g. as a magnetic compass, as a distance and angular measurement system, or as small potential-free current sensor application. TDK is one of the leading companies offering read/write heads for magnetic hard drives based on the MR effect. TDK is the leader especially in the area of TMR technology.

## About TDK Corporation

TDK Corporation is a leading electronics company based in Tokyo, Japan. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's portfolio includes electronic components, modules and systems\* marketed under the product brands TDK and EPCOS, power supplies, magnetic application products as well as energy devices, flash memory application devices, and others. TDK focuses on demanding markets in the areas of information and communication technology and consumer, automotive and industrial electronics. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2016, TDK posted total sales of USD 10.2 billion and employed about 92,000 people worldwide.

\* The product portfolio includes ceramic, aluminum electrolytic and film capacitors, ferrites, inductors, high-frequency components such as surface acoustic wave (SAW) filter products and modules, piezo and protection components, and sensors.

## About Micronas

Micronas, a TDK group company, is the most preferred partner for sensing and control. Micronas serves all major automotive electronics customers worldwide, many of them in long-term partnerships for lasting success. While the holding company is headquartered in Zurich (Switzerland), operational headquarters are based in Freiburg (Germany). Currently, the Micronas Group employs around 900 persons. For more information about Micronas and its products, please visit [www.micronas.com](http://www.micronas.com).

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