

Exhibitions

TDK presents their state-of-the-art product highlights for various facets of embedded technologies at Embedded World 2018

- Highlights ranging from embedded motor control by TDK-Micronas, power supply solutions by TDK-Lambda, SD memory cards and components for Internet-of-Things applications by TDK Europe, as well as motion and sound sensor solutions by InvenSense
- TDK Corporation is represented at Embedded World from February 27 to March 1 in Nuremberg, Germany, at booth 209 in hall 3A
- TDK-Micronas, TDK-Lambda, TDK Europe, and InvenSense for the first time represented at one single booth at Embedded World

February 08, 2018

TDK Corporation is represented at Embedded World 2018 from February 27 to March 1 in Nuremberg, Germany, at booth 209 in hall 3A by its group companies TDK-Micronas, TDK-Lambda, TDK Europe, and InvenSense. For the first time, TDK is showing magnetic sensors and embedded motor control solutions as well as power supply solutions, SD and microSD memory cards and components for Internet-of-Things applications at a single booth.

Embedded motor control and magnetic sensors by TDK-Micronas

The HVC 4223F by TDK-Micronas enables the drive of a wide range of small brush-type, stepper, or brushless motors in the field of smart actuators. As a fully integrated single-chip solution including ARM® Cortex®-M3 CPU core, LIN 2.x communication interface, Automotive grade power supply, pre-driver stages, and six half-bridges, nearly no additional external components are required. By integrating the high-performance microcontroller core and combining all relevant motor control IPs, it gains flexibility and easy reusability in new applications, regardless of change of motor type or application concept.

Target applications are mainly automotive related – smart robotics, medical or related industrial and consumer applications will be served as well.

Furthermore, TDK-Micronas will show its extensive portfolio of magnetic field sensor solutions, based on the so-called Hall effect, for Automotive and Industrial applications.

Power supply solutions by TDK-Lambda

Utilizing DSP (Digital Signal Processing) technology, TDK-Lambda Genesys+™ series of high power density programmable DC power supplies provide improved efficiency, performance and functionality compared to existing products. The Genesys+™ series addresses a very broad market, including component, aerospace and automotive testing, semiconductor fabrication, water treatment, plating and solar array simulation. Housed in a 1 U high, 19" (483 mm) wide rack package, the 5 kW model offers the highest power density and, at less than 7.5 kg, lightest weight in the industry (less than half the weight of comparable products).

In addition, TDK-Lambda will present its 100W i3A series of non-isolated DC-DC converters, packaged in the industry standard 1/32nd brick form factor. These step-down converters are capable of adjustment from either 3.3 to 16.5 V or 5 to 30 V output and accept an input voltage of 9 to 53 V.

SD Memory cards and electronic components by TDK Europe

TDK Europe will present the recent additions to its SD Memory cards and microSD memory cards portfolio, suitable for industrial applications.

The MMRD4 and MURD4 series consist of highly reliable SD/microSD memory cards equipped with very durable SLC/pSLC flash memory as well as the newly developed SD controller, TDK GBDriverRD4. In addition to data retention capacity and durability, the cards feature robust data security in the event of power interruption, ensuring safe usage in IoT devices that are often turned off to conserve power. Both series support UHS-I for industrial application. The new products also have a data security function, with the option for TDK's original authentication function, in addition to the SD standard compliant password lock. They also provide great security against falsification and leakage of data stored on a NAND-type flash memory.

Moreover, TDK Europe will give an overview of its product range of TDK and EPCOS components for Internet-of-Things applications. This will include RF components, Multilayer and Thin-film inductors, ceramic capacitors, SESUB modules, piezo actuators with haptic feedback and wireless charging coils.

Motion and sound sensor solutions by InvenSense

InvenSense's solutions combine MEMS (micro electrical mechanical systems) sensors, such as accelerometers, gyroscopes, compasses, and microphones with proprietary algorithms and firmware that intelligently process, synthesize, and calibrate the output of sensors, maximizing performance and accuracy. InvenSense's motion tracking, audio and location platforms, and services can be found in mobile, wearables, smart home, industrial, automotive, and IoT products. At Embedded World, InvenSense will showcase new capacitive pressure sensor solutions, analog and digital MEMS microphone solutions, and 6-axis (gyroscope and accelerometer) technologies.

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 passive components, such as ceramic, aluminum electrolytic and film capacitors, ferrites and inductors, high-frequency products, and piezo and protection components, as well as sensors and sensor systems and power supplies. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics and TDK-Lambda. TDK's further main product groups include magnetic application products, energy devices, and flash memory application devices. TDK focuses on demanding markets in the areas of information and communication technology and automotive, industrial and consumer 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 2017, TDK posted total sales of USD 10.5 billion and employed about 100,000 people worldwide.

About TDK-Micronas

TDK-Micronas, a TDK group company, is the most preferred partner for sensing and control. TDK-Micronas serves all major automotive electronics customers worldwide, many of them in long-term partnerships for lasting success. Operational headquarters are based in Freiburg (Germany). Currently, the TDK-Micronas Group employs around 900 persons.

For more information about TDK Micronas and its products, please visit www.micronas.com.

About TDK-Lambda

TDK-Lambda Corporation, a TDK group company, is a leading global power supply company providing highly reliable power supplies for industrial equipment worldwide. TDK-Lambda Corporation meets the various needs of customers with our entire range of activities, from research and development through to manufacturing, sales, and service with bases in five key areas, covering Japan, Europe, America, China, and Asia.

For more details, please pay a visit to www.tdk-lambda.com.

About TDK Europe

TDK Europe is the TDK Group's European sales company for electronic components, modules and systems, which are sold under the TDK and EPCOS product brands. Headquartered in Munich, TDK Europe has approximately 390 employees and operates an extensive sales network with 17 sales offices in Europe. TDK Europe is therefore well-equipped to work closely with customers and create the right solutions for them.

About InvenSense

InvenSense, Inc., a TDK Group company, is a world leading provider of MEMS sensor platforms. InvenSense's vision of Sensing Everything® targets the consumer electronics and industrial areas with integrated Motion and Sound solutions. InvenSense's solutions combine MEMS (micro electrical mechanical systems) sensors, such as accelerometers, gyroscopes, compasses, and microphones with proprietary algorithms and firmware that intelligently process, synthesize, and calibrate the output of sensors, maximizing performance and accuracy. InvenSense's motion tracking, audio and location platforms, and services can be found in Mobile, Wearables, Smart Home, Industrial, Automotive, and IoT products. In May of 2017, InvenSense became part of the MEMS Sensors Business Group within the newly formed Sensor Systems Business Company of TDK Corporation. InvenSense is headquartered in San Jose, California and has offices worldwide.

For more information, go to www.invensense.com and www.coursaretail.com.

You can download this text and associated images from www.micronas.com/pressreleases.
Further information on the products can be found under www.micronas.com, www.de.tdk-lambda.com,
www.de.tdk.eu and www.invensense.com.

Contacts for regional media

Region	Contact		Phone	Mail
TDK-Micronas	Mrs. Julia ANDRIS	TDK-Micronas Freiburg, Germany	+49 761 517 2531	media@micronas.com
TDK-Lambda	Mr. Gregor NEUMANN	TDK-Lambda, Achern, Germany	+49 7841 666282	gregor.neumann@de.tdk-lambda.com
TDK Europe	Mr. Frank TRAMPNAU	TDK Europe, Duesseldorf, Germany	+49 211 9077 127	frank.trampnau@eu.tdk.com
InvenSense	Mr. David A. ALMOSLINO	InvenSense San Jose, CA, USA	+1 408 501 2278	pr@invensense.com