

**Press Information No. 1403\_E**

Press photo enclosed

## **Micronas presents a new affordable USB kit for easy programming of its broad Hall-effect sensor portfolio**

**The new USB kit for user-friendly and flexible programming of various Hall-effect sensor families from Micronas was designed especially for use in the development laboratory and offers an efficient, easy to handle, and affordable solution.**

**Freiburg, March 24, 2014** – Micronas (SIX Swiss Exchange: MASN), known and recognized in the automotive and industrial business as a reliable global partner for intelligent, sensor-based system solutions, offers its customers now a new, simpler and cost-effective way to program particular Micronas Hall sensor families for laboratory purposes. The new tiny USB kit is just the size of a standard USB flash drive and can easily and directly be used in the customers' laboratories or in research institutions.

The new USB programming kit is suitable for all members of Micronas sensor families HAL 18xy, HAL 24xy, HAL 36xy, HAL 38xy, as well as forthcoming products. These sensors are used in various applications in automotive electronics for position detection or angle measurement, amongst others, in throttle flaps, accelerator pedals, exhaust gas recirculation (EGR), neutral gear recognition, transmission gear sensor, cornering lights and steering angle applications. Additionally, in the field of industrial electronics, the programmable linear sensors HAL 18xy and HAL 24xy are used for current measurement, joysticks, rocker switches and for manifold extended position measurement scenarios.

To optimize the sensor performance in the customer application, an individual programming of the sensor is necessary. While the programmability needed is already given by the product itself, Micronas additionally offers the corresponding hardware. The new, very tiny USB kit is characterized by its compact design and by its flexible connectivity in contrast to other current solutions on the market.

This easy way to program Micronas Hall sensors offers the advantage that the customer application can be directly tested in the laboratory. The USB kit is simply connected to a PC via its USB interface and can be used for any desired application since it is equipped with 12 solderable connector pins. The programming software for the different sensor families is provided for free from Micronas' online service portal [www.service.micronas.com](http://www.service.micronas.com) as download after registration. The new USB kit is compatible to previous software versions.

The USB programming kit is available from mid-April and can be ordered via the Micronas' sales offices or one of its distribution partners listed on [www.micronas.com/sales](http://www.micronas.com/sales).

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**About Micronas**

Micronas (SIX Swiss Exchange: MASN) is known and recognized in the automotive and industrial business as a reliable global partner for intelligent, sensor-based system solutions. Micronas offers a variety of Hall sensors and embedded controllers for smart actuators for automotive and industrial applications, such as drivetrains, chassis frames, engine management and convenience functions.

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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