

InvenSense® Sets a New Industry Standard with the World's Smallest, Lowest Power Integrated 9-Axis MotionTracking Device

The Associated Press

SUNNYVALE, Calif.--(BUSINESS WIRE)--Jan 7, 2013--InvenSense, Inc. (NYSE: INVN), the leading provider of MotionTracking™ devices, introduces a second generation, category defining, 9-axis MotionTracking device. The MPU-9250, in a 3x3x1mm QFN package, is 33% smaller than the nearest competitor. With only 9.2mW, it is the lowest power 9-axis motion sensing device on the market, and offers the best available gyroscope noise and compass full scale range. This fully-integrated 9-axis device includes a gyroscope, accelerometer and electronic compass, with an onboard Digital Motion Processor™, and comes factory tested and calibrated. The MPU-9250 is ideal for mobile devices, wearable sensors, fitness watches and remote health monitoring applications that require small form factor, low-power consumption and performance accuracy.

“InvenSense is an industry leader with best-in-class, world’s first MotionTracking solutions,” said Behrooz Abdi, President and CEO of InvenSense. “With the MPU-9250, we are moving the industry forward by delivering breakthroughs in 9-axis package size, power and performance. Moreover, InvenSense is continuing to raise the bar for Motion Interface innovations.” Ali Foughi, Vice President of Marketing and Business Development at InvenSense noted, “InvenSense is enabling rapid adoption of leading MotionTracking solutions for mainstream consumer applications as well as emerging markets. Our MPU-9250 is the smallest and most cost-effective 9-axis device serving the highly-elastic combo sensor market, which is estimated by Yole Développement to grow to \$1.5 billion USD by 2017. Customers are showing increasing interest in our 9-axis solutions which are targeted for smartphones, tablets, wearable sensors for sport and activity monitoring, remote health monitoring and a whole host of new and exciting applications.” The MPU-9250 has other compelling advantages beyond size, power and noise performance breakthroughs. The accelerometer consumes as little as 6.4µA of current in low-power mode. The compass has a resolution of 16-bits, and full scale measurement range of ±4800µT. The MPU-9250 is supported by the production-proven MotionApps™ software platform from InvenSense. The MPU-9250 software drivers are fully compliant with Google’s latest Android 4.2.1 Jelly Bean, Microsoft Windows 8 and Windows RT releases, and support new low-power DMP capabilities that offload the host processor to reduce power consumption and simplify application development. The MPU-9250 is sampling now to selected customers with mass production slated for Q2 2013. For additional information please visit our website at www.invensense.com or contact InvenSense Sales at sales@invensense.com.

InvenSense will be exhibiting at CES in booth #30161, located in Hall S3.

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About Motion Interface Technology Motion Interface is used to define the integration of multiple motion sensor functions i.e., accelerometer, gyroscopes, electronic compasses, pressure sensors, etc. into a single device. Motion Interface provides the ability for users to communicate directly with their devices through use of natural motion which is interpreted into a desire command. InvenSense is the first company to deliver integrated MotionProcessing solutions to market which are being integrated into wearable sensor, remote health monitoring, industrial, smartphone, tablet and other products.

About InvenSense InvenSense Inc. (NYSE: INVN) is the world's leading provider of MotionTracking™ solutions for consumer electronic devices. The company's patented NF Platform and patent-pending MotionFusion™ technology address the emerging needs of many mass-market consumer applications via improved performance, accuracy, and intuitive motion- and gesture-based interfaces. InvenSense technology can be found in consumer electronic products including smartphones, tablets, gaming devices, optical image stabilization, and remote controls for Smart TVs. The company's MotionTracking products are also being integrated into a number of industrial applications. InvenSense is headquartered in Sunnyvale, California and has offices in China, Taiwan, Korea, Japan, and Dubai. More information can be found at www.invensense.com.

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