

## Corporate

# TDK Launches Trusted Positioning as Independent Software Business

November 4, 2020

TDK Corporation (TSE:6762) announces that Trusted Positioning Inc. (TPI), a TDK Group Company focused on creating and selling positioning software, has joined the New Business Promotion Center of TDK Corporation as an independent business unit. With the expanding positioning and location tracking market, this move signals TDK's commitment to developing TPI as an independent software solutions business.

TPI has been developing integrated positioning solutions for decades, with software deployments in over 50 million systems worldwide. The company's innovation team is comprised of experts in inertial navigation, dynamic motion mechanics, geomagnetic positioning, GNSS, BLE, Wi-Fi and other wireless positioning techniques. TPI's inertial navigation solutions provide highly accurate positioning for the autonomous vehicle, automotive infotainment/telematics, robotics, two wheeled micromobility and indoor positioning markets.

**VENUE**, (previously Coursa Venue) is TPI's flagship indoor positioning solution based on inertial, geomagnetic and other wireless technology. The indoor positioning market is exploding with the now-ubiquitous GPS everywhere, except indoors. TPI's indoor positioning requires minimal infrastructure investment, which reduces costs, and is well suited to scale for large venues.

**RIDE** is TPI's two wheeled micromobility solution (previously called MML) for the burgeoning rental bike and electric scooter industry. This software solution enables the return and location identification of vehicles in urban areas where GPS is less accurate, and facilitates correct orientation of parked bikes to ensure city standards are met.

TPI's **TRACK** product (previously named IPL), fuses GNSS and an IMU to provide accurate dead reckoning for automobile infotainment and telematics systems during GNSS outages in tunnels, underground parking and other sheltered areas.

TPI's **AUTO** solution (previously known as Coursa Drive) improves reliability in autonomous vehicles and robots utilizing onboard radar and inertial sensors. AUTO provides all weather decimeter level positioning accuracy in urban areas with limited GPS signal availability.

With the introduction of TPI's new structure and product names, today TPI also launches a new dedicated website: [www.trustedpositioning.com](http://www.trustedpositioning.com)

"Relaunching our business and brand while leveraging a SaaS business model, partnering with major companies around the world and keeping them competitive, marks a strategic move for TPI", says Chris Goodall, Managing Director and Founder of TPI.

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## About TDK Corporation

TDK Corporation is a world leader in electronic solutions for the smart society based in Tokyo, Japan. Built on a foundation of material sciences mastery, TDK welcomes societal transformation by resolutely remaining at the forefront of technological evolution and deliberately “Attracting Tomorrow.” It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK’s comprehensive, innovation-driven portfolio features passive components such as ceramic, aluminum electrolytic and film capacitors, as well as magnetics, high-frequency, and piezo and protection devices. The product spectrum also includes sensors and sensor systems such as temperature and pressure, magnetic, and MEMS sensors. In addition, TDK provides power supplies and energy devices, magnetic heads and more. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics and TDK-Lambda. TDK focuses on demanding markets in automotive, industrial and consumer electronics, and information and communication technology. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2020, TDK posted total sales of USD 12.5 billion and employed about 107,000 people worldwide.

## About Trusted Positioning Inc.

Trusted Positioning Inc, is formed from a world class team of innovators that have been solving some of the most difficult location problems for decades. The team, located in Calgary, Canada is comprised of experts in inertial navigation, dynamic motion mechanics, geomagnetic positioning, GNSS, BLE, Wi-Fi and other wireless positioning techniques.

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