

## electronica China 2023

# TDK spotlights innovations for automotive, industry and energy, IoT, AR/VR, information and communication technology

- TDK joins electronica China 2023, demonstrating its component and system solution portfolio in exhibition hall 5.2H, #D110
- TDK offers multiple demonstrations and experiences for attendees to immerse themselves in the latest solutions within automotive, IoT, AR/VR, information and communication technology, industrial & renewable energy, robotics, medical & healthcare, and more

June 29, 2023

TDK Corporation (TSE: 6762) will showcase more than 60 technology demonstrations and experiences across its component and system solution portfolio for the entire spectrum of electronics applications at the electronica China in Shanghai, from July 11 to 13, 2023. The TDK booth, located in exhibition hall 5.2H, #D110, will feature solutions for e-mobility, ADAS, and autonomous driving, as well as for Industry 4.0 and renewable energy.. Furthermore, TDK will be presenting solutions for robotics, AR/VR, the Internet of Things, information and communication technology, and medical & healthcare.

### Product highlights and demonstrations

- Smart glasses featuring a remarkably *small color laser module* – a game-changer for AR with which TDK has now achieved a significant reduction in size. To achieve this miniaturization, TDK focused on a new planar waveguide technology that uses neither lens nor mirrors to achieve significant reduction in module size to one-tenth the typical size of a space-optics module.
- *PiezoHapt™*, the world's thinnest piezo actuator for haptic feedback, which offers unrivaled acceleration force and response time. This is supplemented by sound solutions based on piezoelectric ultrathin *PiezoListen™* speakers for sound generation in a wide dynamic range.
- *CeraLink® ceramic capacitors* will be shown in a high-power density bidirectional on-board charger for electric vehicles. In addition, for electric vehicle charging stations TDK will present reference designs with key components as PFC chokes, RF transformers and high voltage contactors (HVC).
- *SmartRobotics™ platform TDK RoboKit1*, which includes among others a 6-axis IMU, four digital I²S microphones and an embedded motor controller.
- A broad range of aluminum electrolytic and DC film capacitors, varistors and transformers for photovoltaic applications as well as highly reliable MKP film and *ModCap®* capacitors for wind power applications. These components are also suitable for industrial applications such as frequency converters or traction inverters.
- *Lithium-ion batteries* for commercial and industrial applications, as well as for residential energy storage systems.
- Smallest available *μPOL™* point of load DC-DC converter for applications such as big data, machine learning, artificial intelligence (AI), 5G supplies and IoT networking.
- *TMR sensor frontend IC*, making its first appearance at electronica, is optimized for demanding motor control applications with high accuracy and speed requirements, like traction motor rotor position sensing for electric vehicles.
- Hall-effect based sensor solutions, like the stray-field robust *3D HAL®* position sensor family *HAL 39xy*, should not be missed at the show.

- *Temperature sensors* for thermal management, and *pressure sensors* for fuel tank leakage detection, and for industrial applications.
- *Temperature sensors* for industrial surface temperature sensing and automotive temperature sensors including an e-motor busbar sensor, an e-motor small case series, clip-on sensors for heat pumps, and a sensor for high-voltage.
- Innovative power supplies and DC-DC converters targeted at the industrial, medical, test and measurement, communications, and renewable energy markets. Visitors will be able to see the latest high-density 1U-high 7.5 kW additions to TDK's *GENESYS+™* family of programmable DC power supply systems, with products designed specifically for automotive test.

More information about the electronica China 2023 can be found at <https://www.electronicachina.com.cn/en-us/>

-----

### 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 2023, TDK posted total sales of USD 16.1 billion and employed about 103,000 people worldwide.

-----

### Contacts for media

			Phone	Mail
Ms. Stella SUEN	TDK Electronics Hong Kong Limited, Hong Kong		+852 3669 8224	<a href="mailto:stella.suen@tdk.com">stella.suen@tdk.com</a>