

Corporate

TDK paves the way for a new era of artificial intelligence at CES 2025

- TDK identifies AI, green transformation and digital transformation as megatrends of the next decade
- Key developments include the "spin memristor" for energy-efficient AI computing and the formation of TDK SensEI for Industry 4.0 solutions integrating edge sensing, components, and AI capabilities
- Offering cutting-edge solutions for automotive, industrial, energy, and ICT sectors
- Strategic partnerships include the technology collaboration with NEOM McLaren Formula E Team for racing innovation, and a soon-to-be announced accessibility product for the visually impaired

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TDK Corporation (TSE: 6762) will exhibit at the annual Consumer Electronics Show (CES) in Las Vegas, Nevada, from January 7 – 12, 2025.

The Tokyo-based TDK Corporation, one of the world leaders in electronic solutions for the smart society, is embracing the rise of artificial intelligence. With rapid growth expected in this field over the next decade, the company is shaping its innovation and business strategies to capitalize on AI's potential. TDK also highlights green transformation and ongoing digitalization as pivotal global trends shaping its future focus.

At booth #15815 in the Central Hall of the Las Vegas Convention Center, TDK showcases its newly established long-term vision, "TDK Transformation: Accelerating Transformation for a Sustainable Future." Through its innovative products, TDK strives to drive technological advancements and foster meaningful social transformation.

To accomplish this, TDK continuously pushes the boundaries of innovation, focusing on advanced materials, cutting-edge manufacturing processes, and enhancing product performance in customer applications.

Artificial intelligence has already transformed many aspects of everyday life and will continue to influence industries, automation, and technology. TDK's solutions are designed to address key challenges to AI adoption, such as high power consumption, enabling more efficient and widespread use. By combining sensor fusion, advanced components, software, and AI, TDK is positioned to drive innovation and transform its key markets, including automotive, industrial and energy, and ICT.

Transformative Solutions for Critical Industries

- **Automotive:** TDK offers an extensive portfolio of cutting-edge solutions for electric vehicles and advanced driver assistance systems (ADAS). The company's comprehensive showcase demonstrates its full spectrum of components and sensor technologies, with particular emphasis on its 6-axis IMU and piezo electric MEMS mirror technologies.
- **Industrial & Energy:** TDK's integrated approach combines AI, sensor fusion, and advanced components to drive environmental sustainability forward and address key industrial challenges, optimize energy efficiency, enhance productivity, and promote sustainable practices. Notable innovations include its flexible thin film piezo sensor solutions and ultrasonic time of flight sensors.
- **ICT:** TDK will showcase solutions designed to enable more intelligent, dependable, and eco-friendly communication systems, including advanced high-accuracy positioning sensors and ultra-compact full-color laser module for direct retinal projection, technologies that promise to revolutionize augmented and virtual reality experiences.

- **AI:** TDK's recently announced "spin memristor" is a basic element used in neuromorphic devices. By mimicking the energy-efficient operation of synapses in the human brain and reducing energy requirements to just 1% of conventional systems, this technology could revolutionize AI applications that traditionally demand significant power resources. The newly established group company TDK SensEI develops solutions for Industry 4.0 by combining sensing at the edge, electronic components, and batteries with software and AI – enabling manufacturing, heavy industry, and renewable energy with unprecedented intelligence and possibilities to increase productivity.
- **TDK Partnerships:**
 - A strategic multi-year technology partnership combines TDK's expertise in electronic components and EV technology with McLaren's racing innovation, focusing on advancing both Formula E racing and esports through their collaboration with the NEOM McLaren Formula E Team and McLaren Shadow F1 Sim Racing Team.
 - TDK will also showcase how its advanced sensor technology powers accessibility devices through a new partnership that will be announced and demonstrated at the event.

Reach out to TDK-US@publitek.com to schedule press and partner meetings with TDK Corporation and its group companies to discuss technology solutions in AI, sensor fusion, energy, and industrial at Booth 15815, Central Hall of the Las Vegas Convention Center at CES 2025, January 7-10, Las Vegas, Nevada, USA. More information on the products can be found at www.tdk.com.

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 2024, TDK posted total sales of USD 14.6 billion and employed about 101,000 people worldwide.

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Contacts for regional media

| Region | Contact | | Phone | Mail |
|---------------|---------------------|---------------------------------|-----------------|--|
| Global | Mr. David ALMOSLINO | TDK U.S.A. San Jose, CA, USA | +1 408-478-5799 | David.Amoslino@tdk.com |
| North America | Ms. Sarah MACKENZIE | Publitek Portland, OR, USA | +1 503-720-3743 | TDK-global@publitek.com |