

 Press Information

## Corporate

**TDK and ASICS launch joint research on motion analysis technology to support athletes**

- Integration of TDK’s sensing technology and ASICS’s sports engineering
- Embodying the new brand identity “In Everything, Better” and accelerating the long-term vision “TDK Transformation”
- “TDK Sensing Within” project: contributing to social transformation through sensing technology together with partners

September 3, 2025

TDK Corporation (TSE:6762) announces that it has launched a joint research project with ASICS Corporation (hereafter “ASICS”) to analyze athletes’ movements using motion sensing technology. By combining TDK’s sensor technology with ASICS’s extensive expertise in sports engineering, TDK aims to visualize athletes’ movements and contribute to improving their performance.



This project was born from a shared desire between both companies to support athletes with innovative, cutting-edge technology. By utilizing TDK’s proprietary high-precision sensor technology to sense athletes’ movements and analyzing the data with ASICS’s deep expertise in sports engineering, TDK aims to build solutions that provide advice and coaching to athletes, as well as contribute to the development of shoes and tools. TDK is in the experimental phase using prototype sensing devices, and are jointly advancing motion analysis and visualization.

The collaboration is one of TDK’s initiatives to realize its Long-term Vision “TDK Transformation,” and embodies the new brand identity tagline “In Everything, Better.” In particular, through co-creation with partners, TDK will accelerate projects under the concept of “TDK Sensing Within,” utilizing its sensor technology in final products and solutions to drive social transformation. Since 1983, TDK has contributed to the development of track and field as an official partner of World Athletics, and it will continue to promote further evolution in sports through its unique technologies.



Guided by TDK's corporate motto "contribute to culture and industry through creativity," it has established TDK Long-term Vision "TDK Transformation" starting from the fiscal year 2025. This vision reflects TDK's commitment to contributing to social transformation and continuously evolving ourselves to realize a sustainable future. By accelerating technological advancement and social change through electronic devices that combine its unique materials, process, and software technologies, TDK aims to contribute to a sustainable future, continually transform ourselves, and become the No.1 partner for growth together with customers worldwide.

Comment from TDK President & CEO, Noboru Saito:

TDK is honored to join ASICS in supporting athletes' ambitions as an official partner of World Athletics. Through TDK's advanced sensor technology, it has contributed to societal transformation in fields such as automotive, ICT, and industrial equipment. Now, by applying these technologies to the world of sports, TDK aims to create new value by analyzing athletes' motion data to enhance performance and drive product innovation. Over the past 40 years, TDK has had the privilege of meeting countless athletes through its involvement with World Athletics. By combining ASICS's expertise in sports engineering with TDK's sensor technology, it is committed to supporting athletes and advancing the transformation of sports.

Comment from ASICS President & COO, Mitsuyuki Tominaga:

TDK and ASICS are both Official Partners of the World Athletics, and we are delighted to be able to support the athletes who continue to challenge themselves, through this joint research. Since its founding, ASICS has been committed to helping athletes maximize their performance through fundamental research and technology, always guided by our founding philosophy - Anima Sana In Corpore Sano, A Sound Mind In A Sound Body. Under our Mid-Term Plan 2026, we are promoting mid to long term research focused on athletes to further strengthen innovation. This joint research with TDK is part of that effort, aiming to enhance research on athletes and digital technology, and to expand and accelerate our innovation framework through a broader global R&D network. We will continue conducting various research and testing based on feedback from athletes, developing products and services that truly meet their needs, and leveraging data to deliver even deeper support for athletes.

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## About TDK Corporation

TDK Corporation (TSE:6762) is a global technology company and innovation leader in the electronics industry, based in Tokyo, Japan. With the tagline "In Everything, Better" TDK aims to realize a better future across all aspects of life, industry, and society. For over 90 years, TDK has shaped the world from within; from the pioneering ferrite cores to cassette tapes that defined an era, to powering the digital age with advanced components, sensors, and batteries, leading the way towards a more sustainable future. United by TDK Venture Spirit, a start-up mentality built on visions, courage and mutual trust, TDK's passionate team members around the globe pursue better—for ourselves, customers, partners, and the world. Today, the state-of-the-art technologies of TDK are in everything, from industrial applications, energy systems, electric vehicles, to smartphones and gaming, at the core of modern life. TDK's comprehensive, innovative-driven portfolio includes cutting-edge passive components, sensors and sensor systems, power supplies, lithium-ion and solid-

state batteries, magnetic heads, AI and enterprise software solutions, and more—featuring numerous market-leading products. These are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics, TDK-Lambda, TDK SensEI, and ATL. Positioning the AI ecosystem as a key strategic area, TDK leverages its global network across the automotive, information and communication technology, and industrial equipment sectors to expand its business in a wide range of fields. In fiscal 2025, TDK posted total sales of USD 14.4 billion and employed about 105,000 people worldwide.

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