

Corporate

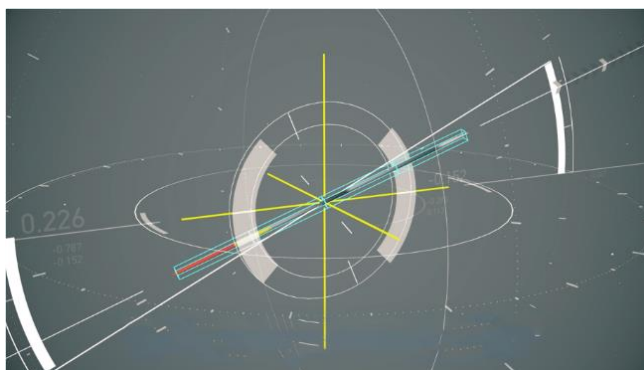
TDK and World Athletics partner to pioneer javelin throw visualization with sensing technology

June 5, 2025

TDK Corporation (TSE:6762) announces its collaboration with World Athletics as an official partner of the World Athletics Championships Tokyo25 (hereinafter referred to as the "World Athletics Championships"). TDK aims to enhance the attraction of the javelin throw through a technological collaboration – by applying TDK sensor technology, the partnership seeks to visualize previously invisible information, thereby increasing the allure of the sport and contributing to the improvement of the athletes' performance.



This technological collaboration began from a shared desire between World Athletics and TDK to "evolve athletics through technology." Now, focusing on the globally popular javelin throw, TDK is confident that by visualizing various information through sensing technology, it can convey new aspects of the sport's appeal to its audience. Additionally, by visualizing and quantifying information, TDK can help athletes gain a deeper understanding of their performance, contributing to the enhancement of their skills in competition. TDK is advancing development and demonstration experiments and plans to showcase prototypes at the TDK booth during the World Athletics Championships in September 2025, along with detailed technical presentations.



At the Tokyo edition, TDK plans to sponsor the men's events in a variety of ways, including sponsoring bibs, displaying the TDK logo on various boards inside the stadium and along the road races, and sponsoring the new world record program.

Through TDK's sponsorship of the World Athletics Championships, TDK continues to take on the challenge of realizing a better future by supporting athletes who are pushing their limits and supporting the young people who will lead the next generation.



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. 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, software 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 2025, TDK posted total sales of USD 14.4 billion and employed about 105,000 people worldwide.

Contacts for regional media

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