



Press Information

Corporate

TDK unveils physical AI technologies that enhance devices and experiences — "In Everything, Better" at CES 2026

- TDK showcases new brand identity with the tagline "In Everything, Better" across AI, Automotive, ICT, and Industrial/Energy at Booth #15803, Jan 6–9
- Highlights demos including AI smart glasses, haptic VR gloves, ML platforms, and next-gen sensor technologies
- Noboru Saito, President and CEO of TDK, joins a panel at CES with a focus on how AI is better connecting communities to run more effectively

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TDK Corporation (TSE: 6762) announces its presence at the annual Consumer Electronics Show (CES) in Las Vegas, Nevada, from January 6–9, 2026, bringing its "In Everything, Better" tagline to life across its solutions for the entire AI ecosystem.

TDK technology is everywhere, inside end consumer products, quietly enabling devices, applications, and technologies. TDK enhances and elevates products and applications from within, making them better, and, in turn, contributes to a better society through innovation.

TDK supplies the AI ecosystem and offers essential hardware building blocks such as sensors, microphones, power management, energy storage, and compact packaging, along with reference designs and engineering support. By connecting these building blocks, including models, software, and cloud tools, TDK helps create fast and reliable Physical AI solutions for consumer, industrial, and automotive applications.

At booth #15803 in the Central Hall of the Las Vegas Convention Center, TDK debuts its new tagline, "In Everything, Better." TDK's aim is to continuously strive to improve and drive change from within, as products, as people, and as an organization. The booth will showcase demos across industries including: Artificial Intelligence, Information and Communications Technology, Automotive and Industrial/Energy.

Transformative Solutions for Critical Industries

AI (Artificial Intelligence): TDK has an immersive lineup of AI solutions, including AI-powered smart glasses and XR technologies, featuring hands-on demos where visitors can wear AI glasses that capture their surroundings and deliver instant generative-AI insights. Additional exhibits spotlight auto-aligning micro-display optics, haptic touch-based zoom control, cutting-edge photonics such as TFLN-PIC and Spin Photo Detectors, and a full-body haptic glove experience for AR/VR. The area also highlights TDK's latest sensor-driven AI platforms, including machine learning for industrial uptime, spatial audio and gesture



- control for TWS, and motion-aware IMUs for smart eyewear, along with next-gen wireless charging integrations for AR devices.
- Automotive: TDK will showcase its solutions for electric mobility (xEV), including the new EMI filters, customized DC link capacitors for traction inverter applications, high-voltage contactors, and battery-management magnetics, plus a comprehensive EV fast-charging portfolio with DC link capacitors, input protection devices, and power line filters for EMI suppression. In addition, TDK will demonstrate a suite of advanced automotive sensing and actuator technologies designed to enhance precision, safety, and user experience. Demonstrations include stray-field robust Hall and TMR position sensors for braking and thermal management; next-generation MEMS IMUs for headlight leveling and stability control; and a 15" haptic automotive display powered by actuators and MEMS mirrors.
- ICT: TDK will highlight technologies that enable smarter, more sustainable consumer and IoT experiences, including its thin-pattern coil technology that supports both EPP and MPP wireless charging in a single compact unit. Additional demos feature high-precision TMR sensor solutions for gaming peripherals; ultra-low-power MEMS microphones for keyword and acoustic activity detection; and accessibility technology, powered by MEMS microphones, motion sensors, and ToF technology to enhance accessibility.
- Industrial/Energy: TDK will present a broad portfolio of quarter-brick and eighth-brick DC-DC converters,
 AC-DC and AC-AC power supplies, and advanced filtering solutions designed for reliable, high-efficiency power delivery. The showcase includes a full display of TDK's brick power supplies and filters, alongside static charging demo boards that bridge both industrial and automotive applications.

Noboru Saito, President and CEO of TDK, will take the stage at CES 2026 in an AI-focused panel

 Connected Communities: How AI Powers the Next Era of Innovation: Join TDK for this special CES panel on Tuesday, January 6 from 1:00 pm - 1:40 pm, LVCC, North Level 2, N261. From spotting issues early to avoiding costly repairs, this session will delve into how using AI for predictive maintenance can keep communities running smoothly and efficiently.

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, automotive, mobility, and energy at Booth #15803, Central Hall of the Las Vegas Convention Center at CES 2026, January 6-9, Las Vegas, Nevada, USA. More information on the products can be found at https://ces.tdk.com/.

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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