

▶ Press Information

Corporate

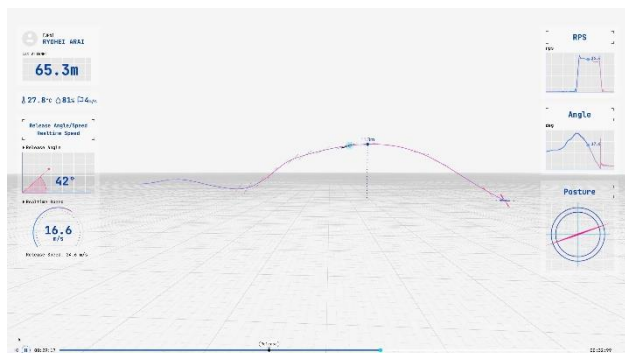
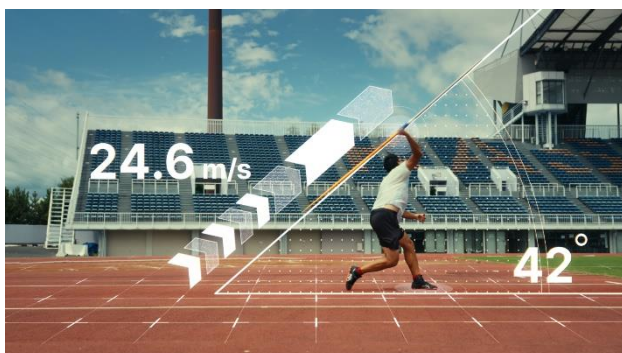
TDK and World Athletics' technology collaboration project: successful visualization of javelin throw using sensor technology

- Offers acquired and clearly visualized complex motion data of the javelin throw that was previously invisible
- Contributes to athletes' skill improvement and creates new spectator experiences
- As an official partner of World Athletics, TDK will continue to contribute to the evolution of sports through its unique technologies

September 10, 2025

TDK Corporation (TSE:6762) announces the successful visualization of javelin throw data through its technology collaboration with World Athletics, announced in June 2025. By applying TDK advanced sensor technology, it has made previously unseen information about the javelin throw visible, aiming to further enhance the appeal of the sport and contribute to the technical improvement of the javelin and the throwing technique of the athletes.

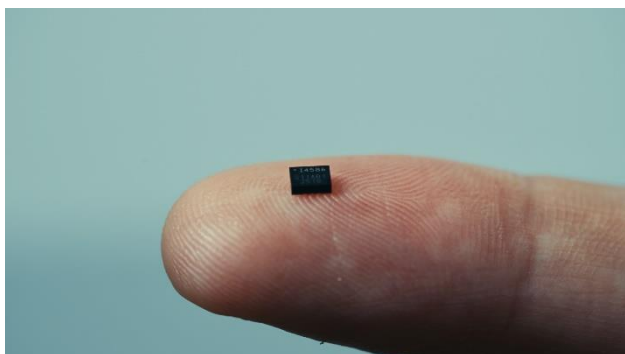
TDK will exhibit at the National Stadium during the World Athletics Championships in Tokyo from September 13-21, 2025. TDK's booth will showcase prototypes of sensor-equipped javelins and future-oriented sample javelins with embedded sensors.



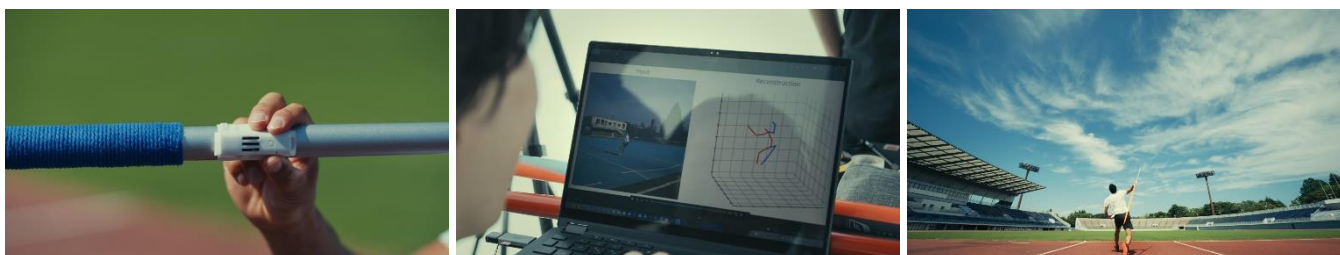
This project began from the shared desire of TDK and World Athletics to evolve athletics through technology and communicate its appeal to more people. By utilizing TDK's high-precision sensor technology, it is taking on the challenge of acquiring and clearly visualizing complex motion data generated during the moment of javelin release and flight (such as launch angle, rotation, speed, altitude, and flight trajectory). Currently, TDK is in the experimental stage of attaching its sensors to actual javelins and throwing them, and has confirmed that the data acquired and analyzed by TDK sensors can be visualized. Moving forward, it will work to acquire and analyze even more accurate and detailed data.

https://www.tdk.com/en/featured_stories/tdkwithin/entry-01-javelinthrow.html

A major contributor to data acquisition is TDK's cutting-edge, ultra-miniature high-precision InvenSense 6-axis MEMS motion sensor. The ultra-low power, miniature sensor (approx. 13 mg, 2.5 mm x 3 mm x 0.81 mm) detects position, speed, and angle. By combining multiple sensors, TDK has also made it possible to acquire data such as launch angle, posture, rotation, and altitude, which were previously unable to be visualized.



The data visualized by these sensors provides athletes with a new means to deeply understand their own performance and improve their throwing technique. Additionally, by presenting the data in an easy-to-understand visual format, TDK aims to help spectators better understand the javelin throw, discover new appeal, and experience the athletes' extraordinary physical abilities in a new way.



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 to "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 itself, and become the No.1 partner for growth together with customers worldwide.

World Athletics Chief Information Officer, Mr. An:

“TDK has been a valued partner supporting World Athletics for over 40 years. We are delighted that this technology collaboration has been realized for the first time. Sensor technology is highly compatible with athletics, and I see great potential in its ability to visualize athletes’ movements and efforts as data.”

TDK Corporation Project Team:

“Through numerous discussions and experiments with World Athletics officials, our understanding of the javelin throw—a previously unexplored field for TDK—has deepened. We are delighted that our sensor technology is able to acquire and visualize data that was previously invisible. We will continue to refine our technology and contribute to the transformation of the sport.”

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 SenseEI, 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.

You can download this text and associated images from

https://www.tdk.com/en/news_center/press/20250910_01.html

Further information on the products can be found under <https://invensense.tdk.com/products/motion-tracking/6-axis/icm-45686/>

The previous press release is available at https://www.tdk.com/en/news_center/press/20250605-02-world-athletics-tech-collaboration.html

The press release regarding joint research with ASICS Corporation, one of the “TDK Sensing Within” projects, is available at https://www.tdk.com/en/news_center/press/20250903_01.html

Contacts for regional media

Japan	Mr. Kotaro OSE	TDK Corporation Tokyo, Japan	+813 6778-1055	TDK.PR@tdk.com
Greater China	Ms. Clover XU	TDK China Co., Ltd. Shanghai, China	+86 21 61962307	TDK.PR-CN@tdk.com
Europe	Mr. Frank TRAMPNAU	TDK Management Services GmbH Duesseldorf, Germany	+49 211 9077 127	frank.trampnau@tdk.com
America	Ms. Sara M. LAMBETH	TDK Corporation of America Plano, TX, USA	+1 972-409-4519	sara.lambeth@tdk.com