Press Information

Corporate

# TDK demonstrates contribution to AI Ecosystem at CEATEC 2025

– The concept is “AI Ecosystem”
– Featuring a dynamic and sophisticated design that embodies the new brand identity “In Everything, Better”
– Powerfully expressing TDK's innovation and vision driving social transformation


October 8, 2025

TDK Corporation (TSE:6762) will showcase its contribution to the AI Ecosystem at CEATEC 2025 in Japan– from October 14 to 17, 2025.

The theme of CEATEC 2025 is “Innovation for All,” showcasing products and solutions aimed at realizing innovations that benefit everyone. TDK’s exhibition concept is to contribute to social transformation through our unique, innovative technologies and products for a broad range of AI-related markets, which we define as the “AI Ecosystem.” The TDK booth features a dynamic and sophisticated design based on our new brand identity, “In Everything, Better,” expressing TDK’s commitment to transforming everything for better from within and contributing to social transformation.

**Overview of CEATEC 2025**

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| Event Dates | October 14–17, 2025, 10:00 AM–5:00 PM |
| Official website | https://www.ceatec.com/en/ |
| TDK booth | General Exhibits（Hole 6 6H180） |

**Main Exhibits**
**AI-related solutions**

- The demonstration device for a rock-paper-scissors game that users can never win: Prototype of an analog reservoir AI chip using an analog electronic circuit that mimics the cerebellum was jointly developed by TDK and Hokkaido University. TDK will exhibit the demonstration device that combines the real-time learning function of the analog reservoir AI chip with TDK's acceleration sensors. This demo device measures finger movements with an acceleration sensor and processes the simple task of determining what the user will play in rock-paper-scissors in real time and at high speed on the analog reservoir AI chip, enabling a game of rock-paper-scissors in which the user can never win.
- edge RX solution: Predictive maintenance for industrial machines. Sensors on the production line collect and analyze vibration and temperature data in real time, enabling anomaly detection and predictive maintenance. By integrating with cloud services and dashboards, reliable data management and improved operational efficiency are achieved.
- Spin Photo Detector: Photo-spintronic conversion element.
- Smart glasses-related solution:（Full color laser module, Lithium niobate thin film by a sputtering method).
- Circuit guardian: An interactive demo in the form of a game allows visitors to operate a “Noise Robot” and collect points while escaping from an AI-powered “EMC Robot.” Through this activity, visitors learn how EMC components protect electronic circuits from noise and the importance of noise countermeasures.

**Three Priority Markets: Automotive, ICT, Industrial & Energy**
**Automotive**

- Wide range of electronic components for xEV and ADAS/AD applications.

**ICT**

- Various types of electronic components for AI and data centers, 9-axis sensor system solutions for wearable devices, and sensor system solutions for voice and motion recognition.
- 6-axis IMU, which was adopted in RA2L2 MCUs USB Type-C Reference Design of Renesas.
- Sensors, MEMS microphones, and passive components adopted in the “Smart Cane 2” produced by WeWALK.

**Industrial & Energy**

- Lithium-ion batteries (high-performance smartphone batteries, small batteries supporting wearable devices, medium-sized batteries such as standard battery packs and cylindrical batteries for electric motorcycles, high-power batteries for industrial equipment), solid-state batteries, TMR current sensors and NTC thermistors for data centers.

**Pre-Financial Capital**

- Contribution to sustainability.
- Global Management Development Programs.

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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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**Contacts for media**


| Region | Contact | | Phone | Mail |
|---|---|---|---|---|
| **Japan** | Mr. Daiki ITO | TDK Corporation<br>Tokyo, Japan | +813 6778-1055 | TDK.PR@tdk.com |