

Sensor Business Strategy

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◆ Sensor Business Strategy

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◆ Magnetic Sensor Business Strategy

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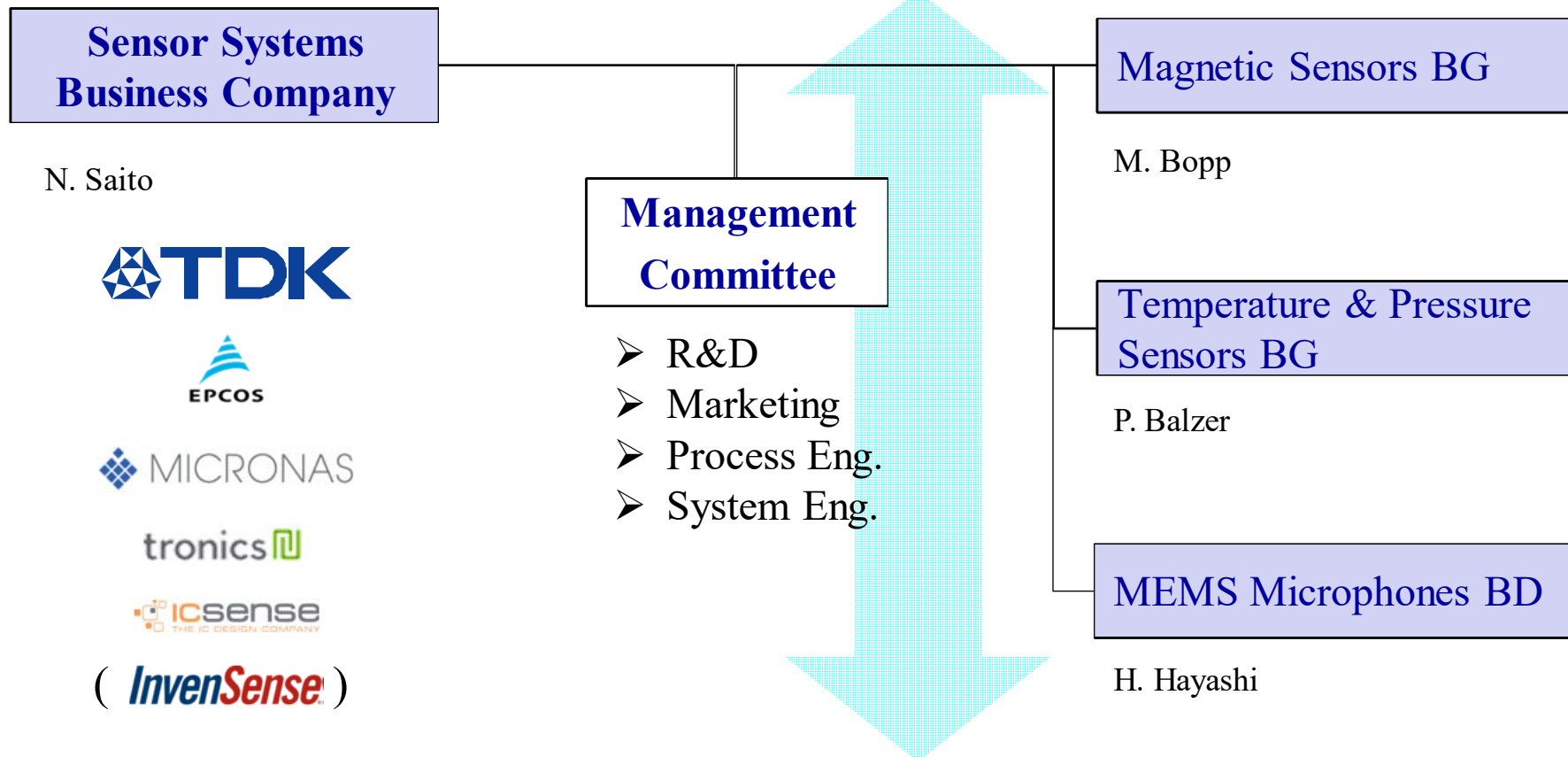
◆ Sensor Business Strategy

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◆ Magnetic Sensor Business Strategy

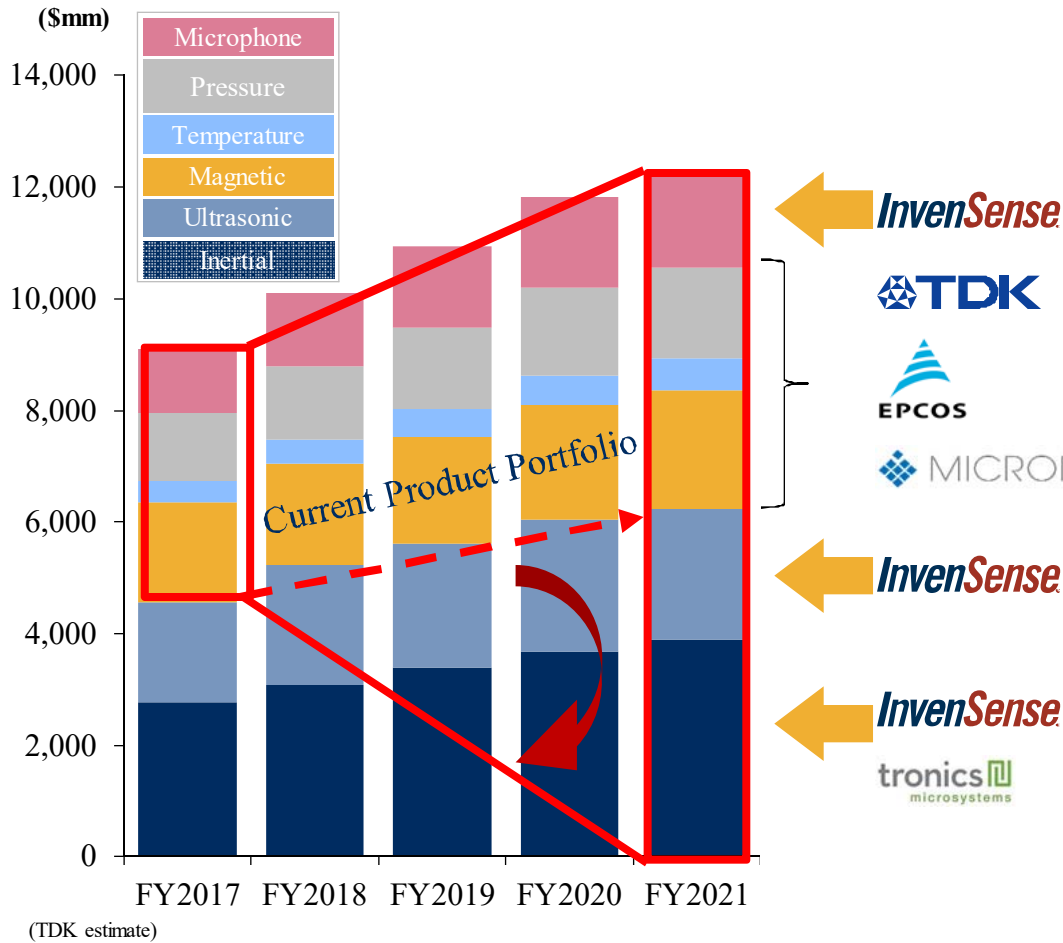
Matthias Bopp

Established since April 1st, 2017

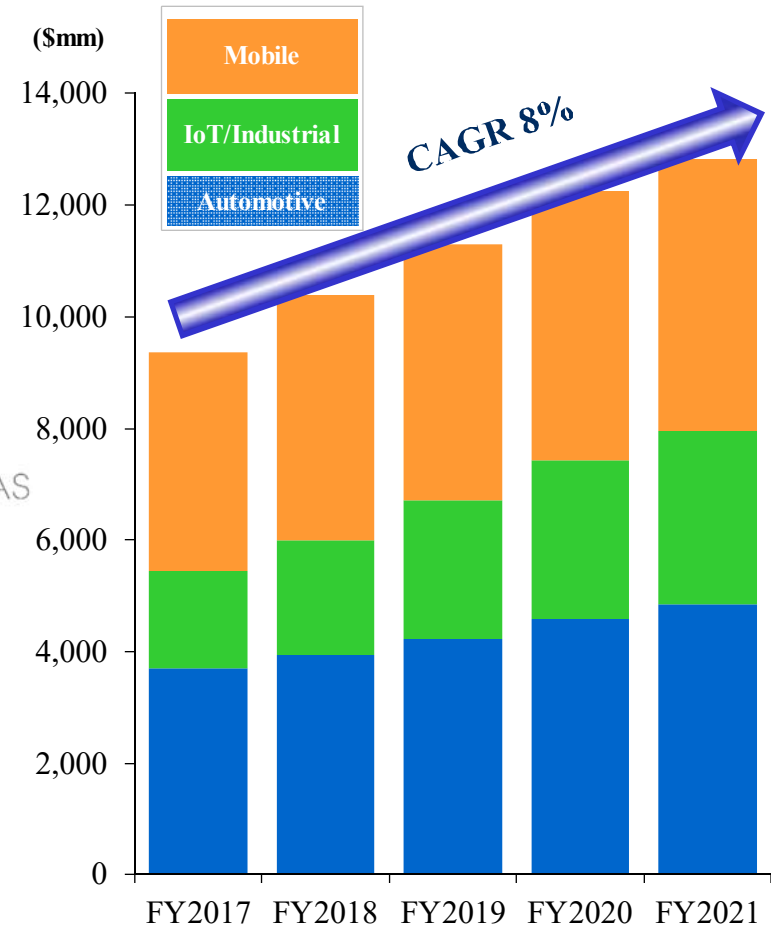


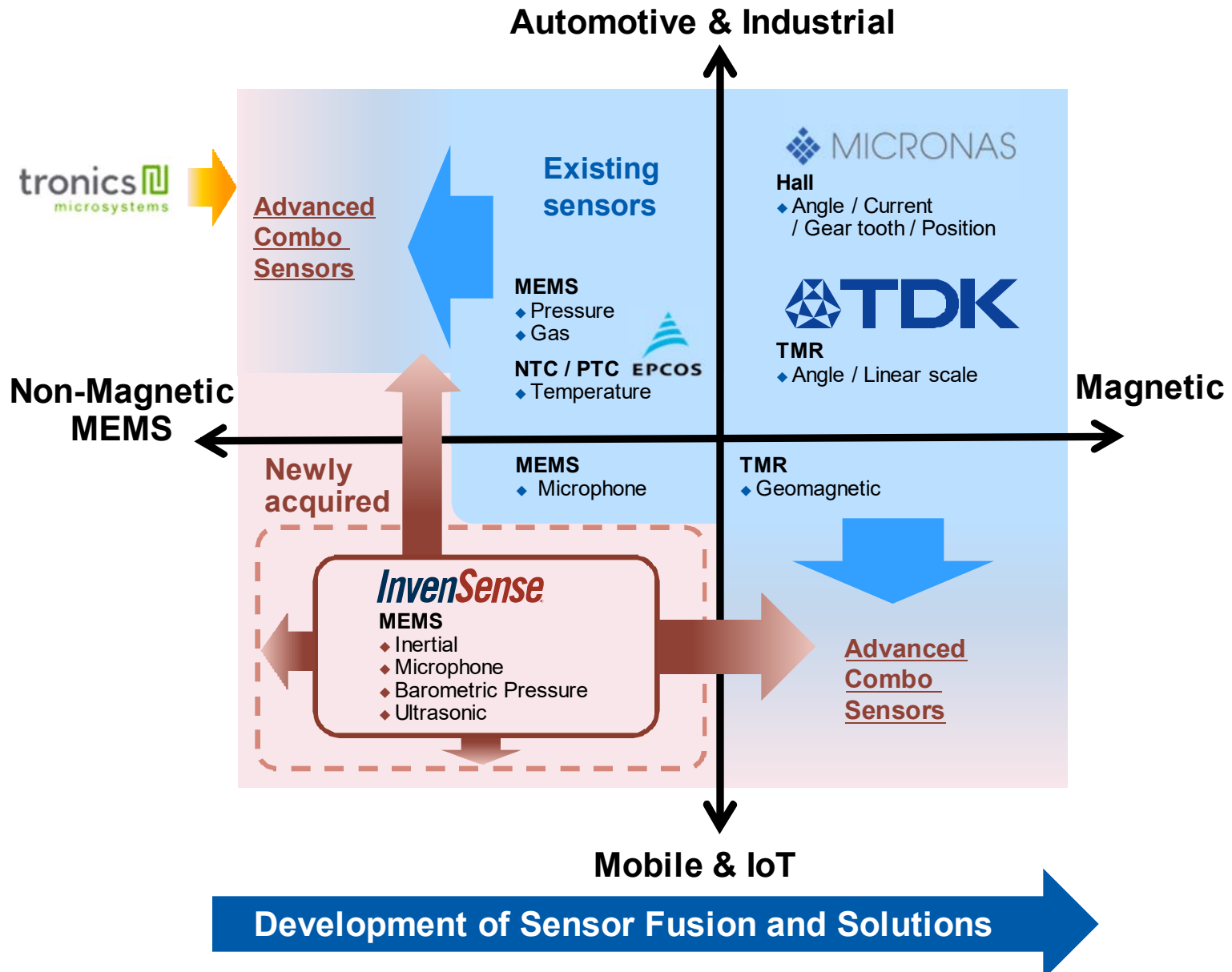
Global sensor demand forecast (non-optical)

By sensor type



By application

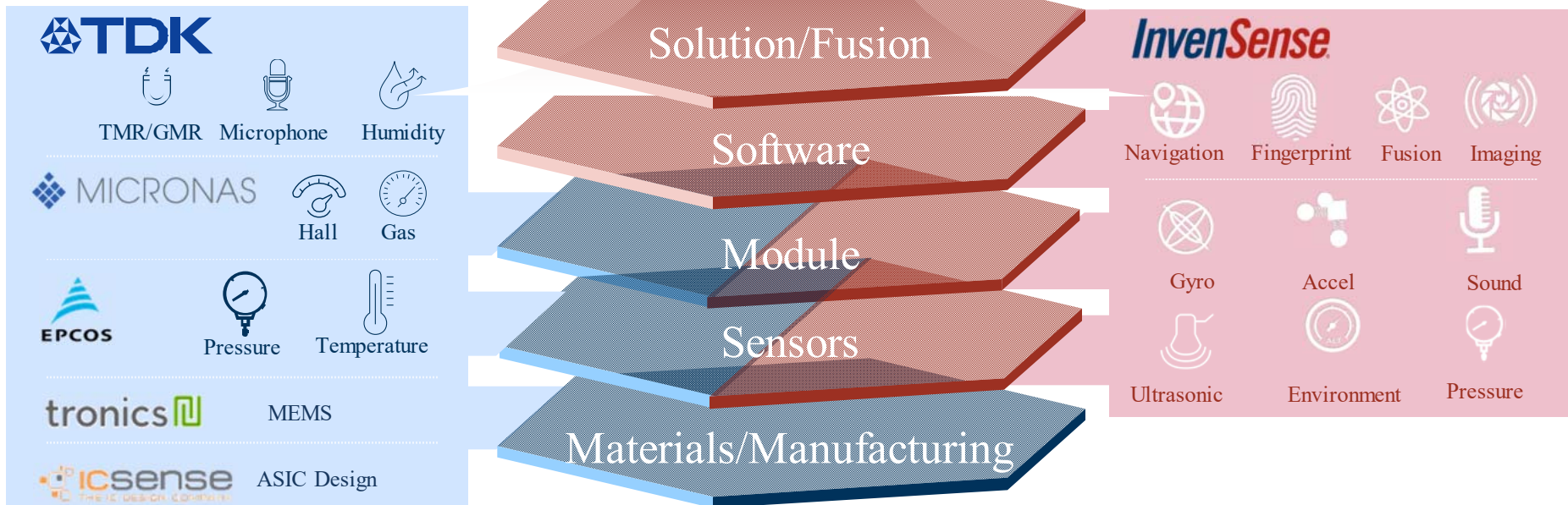




Be a World No.1 Sensor Solution Provider !

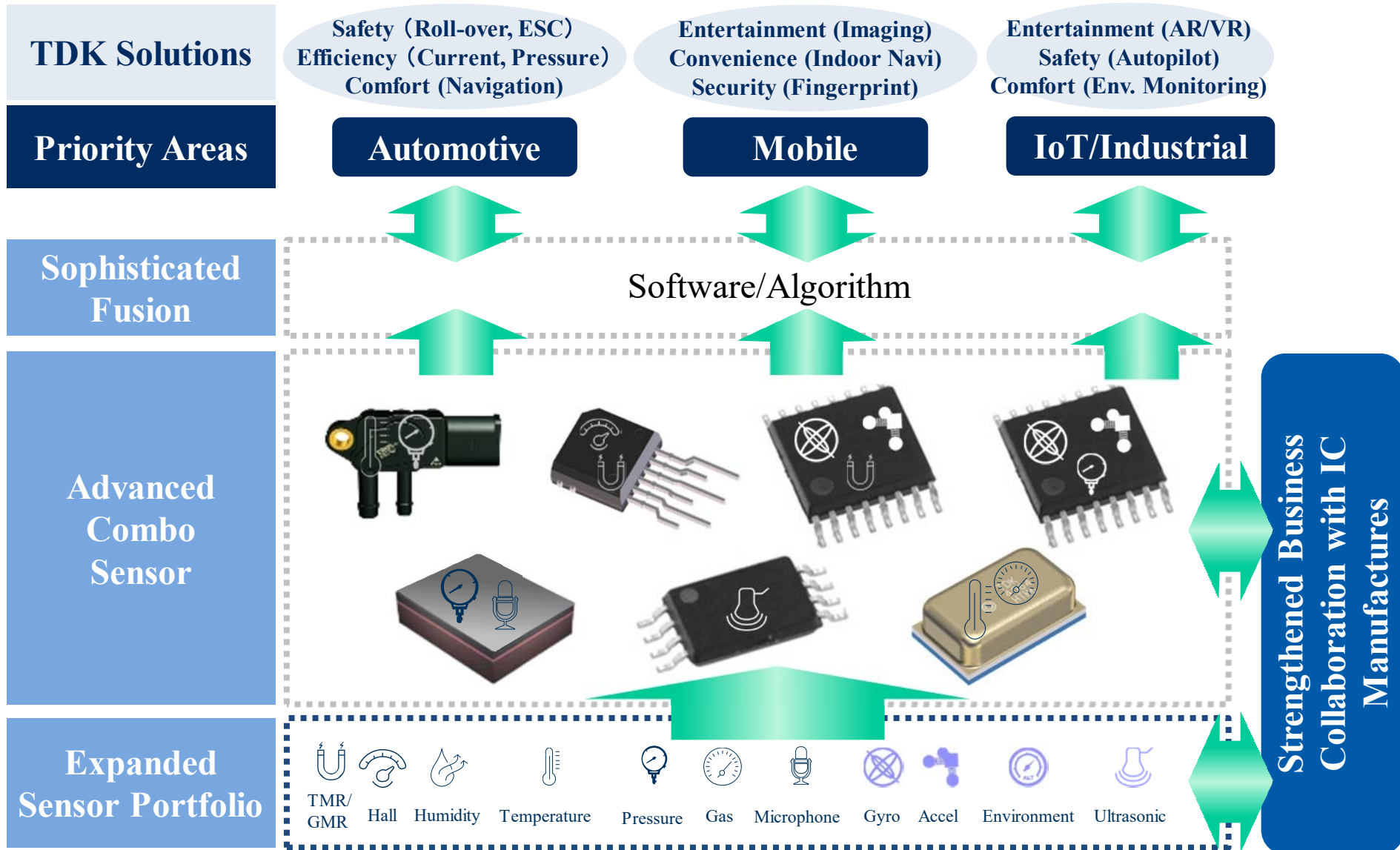


Customers & Partners

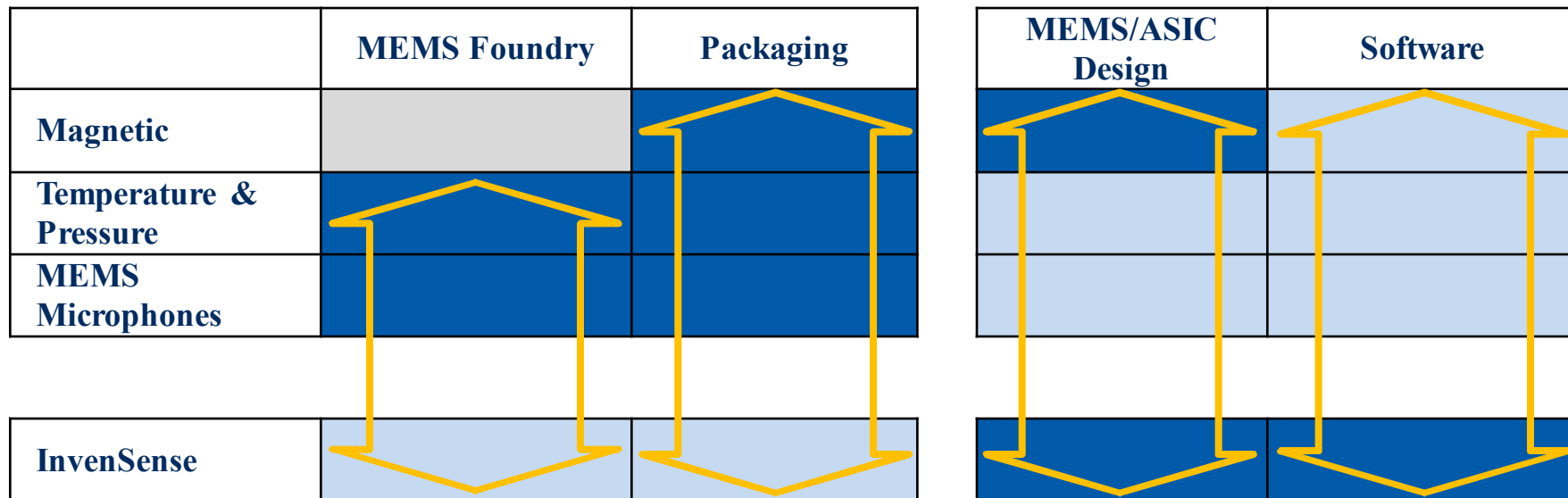


Contribute to culture and industry through Sensing Solutions

Synergy : Business Expansion Strategy

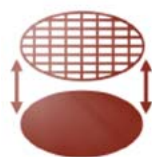


Take full advantage from in-house and external resources.



MEMS

Packaging



Unique Wafers

Unique Packaging

In-house

Existing

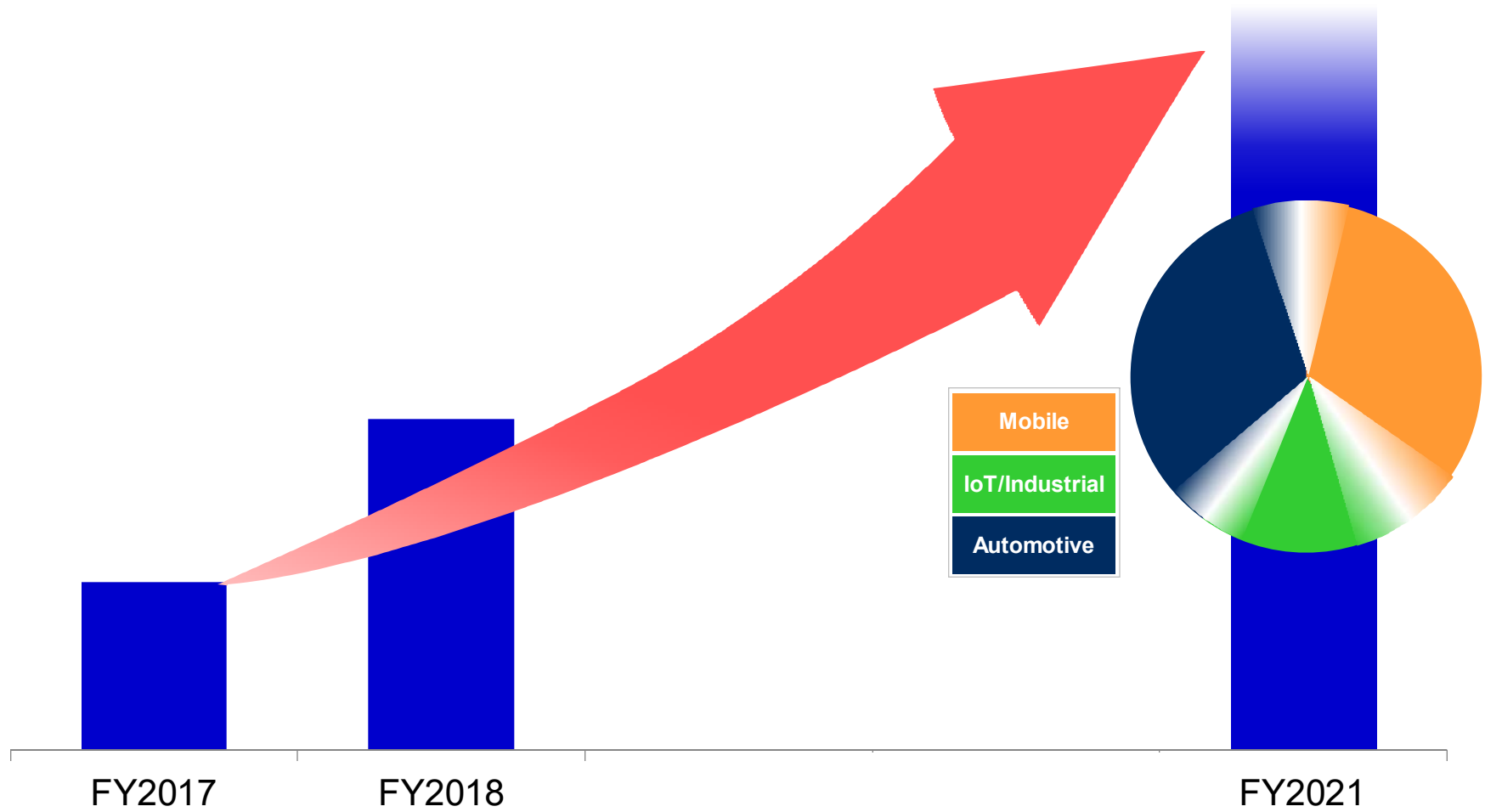
Standard Wafers

Standard Packaging

External

Synergy

Sensor Business Sales Target



◆ Sensor Business Strategy

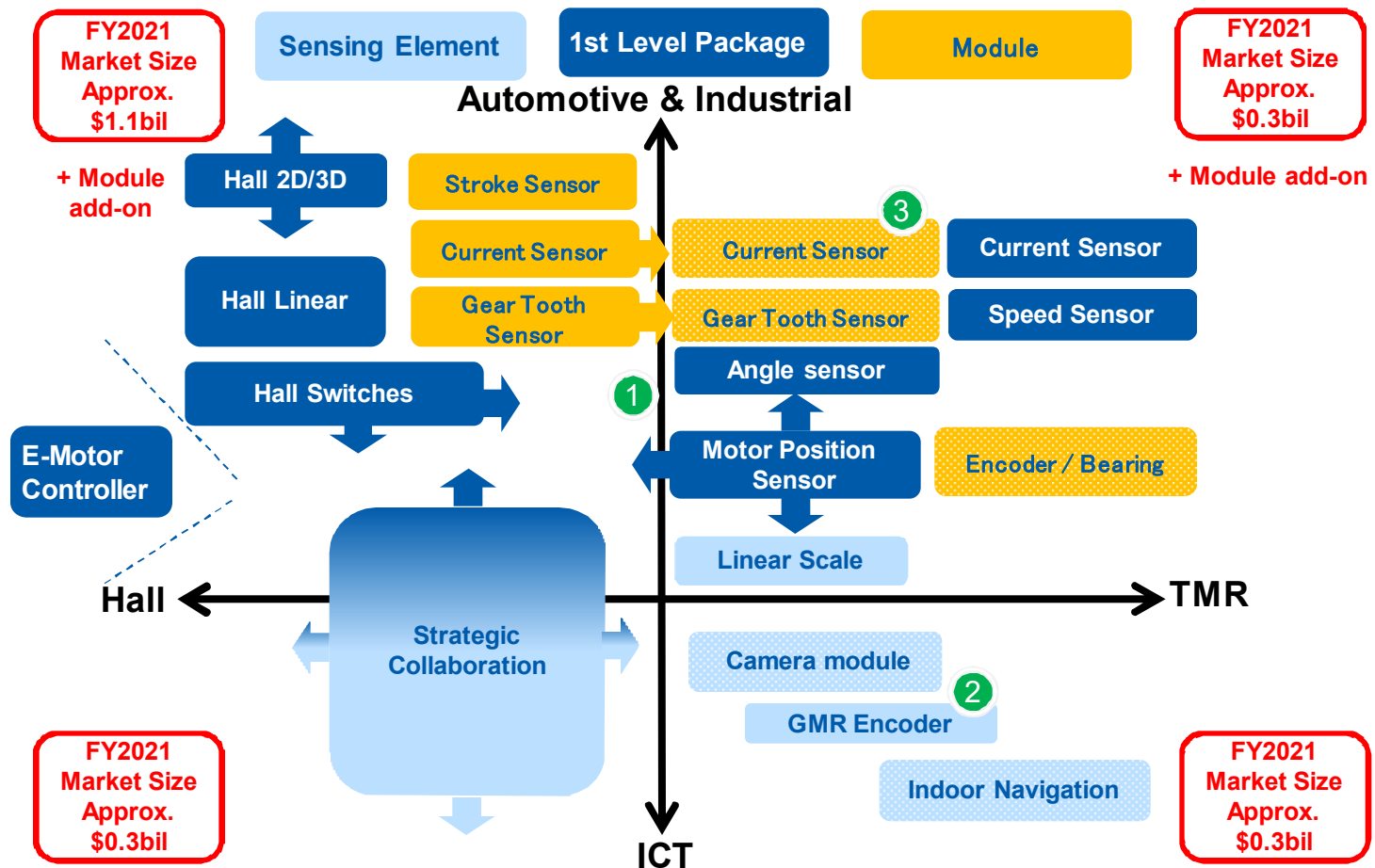
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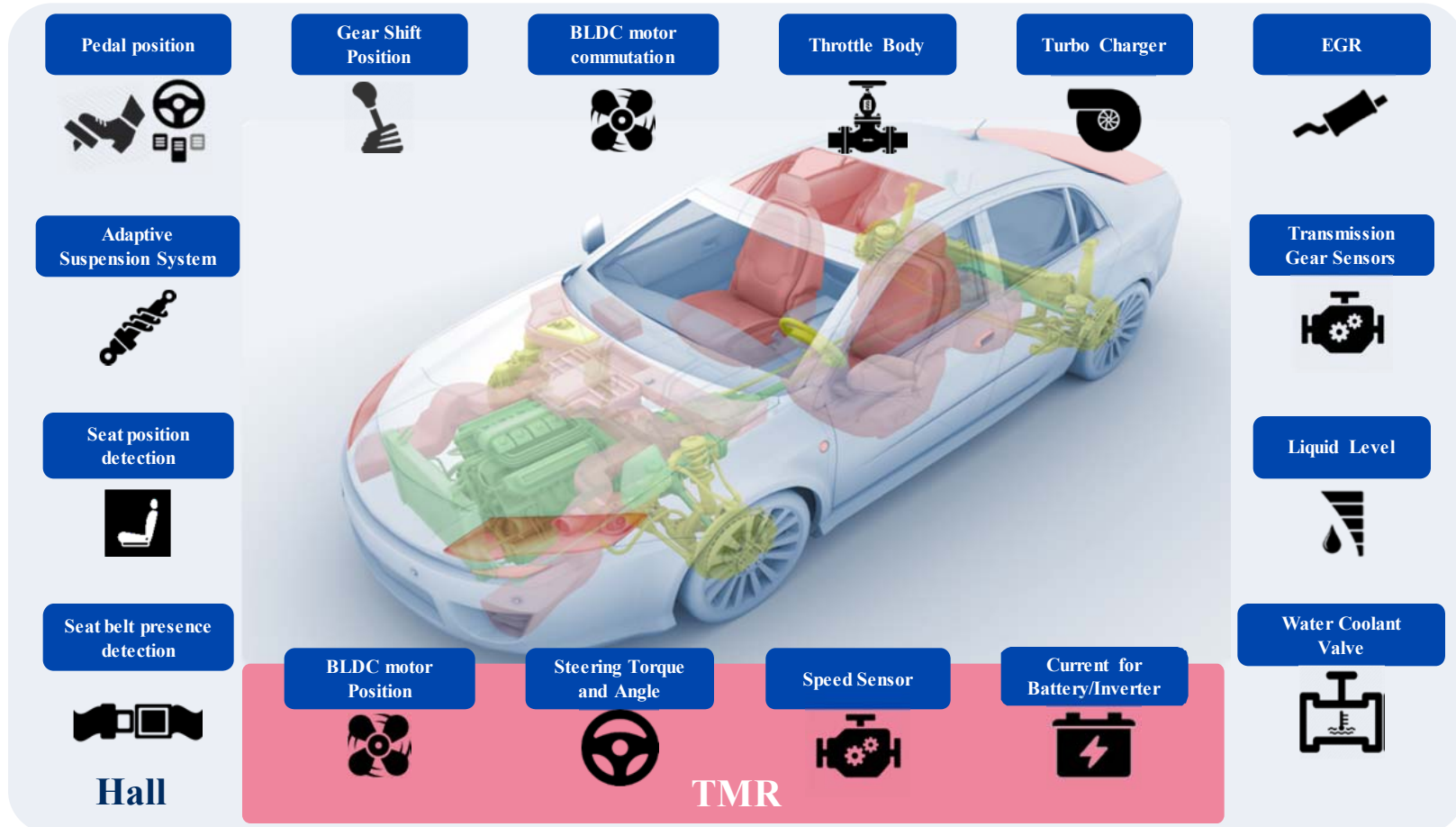
Business Expansion Strategy

- ① Expand business in Automotive market by HALL and TMR technology (and combinations)
- ② Penetrate ICT market and dominate the presence of the TMR technology in the market.
- ③ Develop further vertical integration by deploying Modules with TMR and Hall sensors.



Strengthened ASIC Design Capabilities with

Focus Applications for Magnetic Sensors



- ◆ Combined technology portfolio enables new applications and offers more flexibility to our customers.
- ◆ Long term strategy based on new large platform developments
- ◆ Faster penetration of TMR in the automotive market
- ◆ Short term growth opportunities in ICT (e.g. sensors for camera modules & indoor navigation)

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