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## Electric/Magnetic

# Crocus Technology secures its first million unit shipment of magnetic sensors

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NEWS

**This first shipment of CTSR200 magnetic sensors, offering higher sensitivity than Hall effect sensors, will be used in a wide range of current sensing, rotation and speed sensing, as well as switching applications**

Grenoble, France - Crocus Technology, developer of magnetically enhanced semiconductor technologies, announces that it will ship one million units of its CTSR200 magnetic sensors in Q3. This is the first major shipment to emerge for Crocus following the recent qualification of its CTSX product family. Target applications for this delivery include current sensing, rotation and speed sensing, as well as switching. Other significant orders of several million units are in the pipeline for delivery at year-end.

"Crocus Technology has entered the magnetic sensor market with CTSX products that offer a whole range of important advantages over incumbent solutions, on top of CTSX's competitive market price," said LJ. Ristic, VP and general manager of the Sensor Business Unit at Crocus Technology. "This one million unit shipment indicates the market's positive reaction to our MLU-based magnetic sensors, which were qualified only three months ago. We have strong products and are generating revenue through our ability to meet a growing demand."

Magnetic sensors are used in wide variety of products from low- to high-performance applications. These applications cover industrial motors that need reliable and accurate data of rotor position to control loads, battery chargers and power tools. They also include a panoply of medical applications from diagnostics to drug delivery. At the lower end of performance, applications include consumer electronics and appliances such as white goods and automatic coffee dispensers.

Crocus' CTSX magnetic sensor product family consists of multiple architectures that are based on Crocus' Magnetic Logic Unit(TM) (MLU), a disruptive CMOS-based rugged magnetic technology. This enables Crocus' magnetic sensors to exhibit several orders of magnitude of higher sensitivity.

Key advantages to customers include:

- High sensitivity that gives a high analog signal at lower power
- Low hysteresis that enables precise switching
- Excellent linearity that eliminates needs for compensation
- High temperature operation (250 degrees Celsius) that goes beyond standard industrial operational temperature ranges

For more information about Crocus Technology, go to <http://www.crocus-technology.com>



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