



**CROCUS**Technology  
Blossoming future

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

**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, July 15, 2014** - Crocus Technology, a leading developer of magnetically enhanced semiconductor technologies, today 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™ (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

### **About Crocus Technology**

Crocus Technology is a leading developer of magnetically enhanced semiconductor technologies for mobile security, embedded microcontrollers, harsh environment electronics and magnetic sensors.

Crocus has pioneered Magnetic Logic Unit™ (MLU), a disruptive CMOS-based rugged magnetic technology. MLU offers important advantages in high speed, security and robust performance at lower cost for its broadening portfolio of embedded products and non-volatile memory blocks. It licenses its MLU architecture to TowerJazz and other foundries for integration in production processes. Crocus is gearing up to market standalone, tamper-resistant MLU-based microcontrollers it is developing with IBM. These fast read and write small footprint MLU products enhance the performance and security of chips for smart cards, mobile phones and data servers. Crocus also sells magnetic sensors that bring high sensitivity, low-noise, low-cost and high temperature performance (250 degrees Celsius) for a wide range of consumer and industrial applications.

Founded in 2004, Crocus is led by a senior management team with high-level industry experience forged in Motorola, AMD, Intel, Texas Instruments and Gemalto. It has US operations in Santa Clara, California, and offices in Grenoble and Rousset, France. It jointly owns Crocus Nano Electronics, a Russian-based advanced magnetic semiconductor manufacturing facility, with investment firm Rusnano. For more information: <http://www.crocus-technology.com>

**Media and analyst contact:**

Carol Leslie  
Andrew Lloyd & Associates  
+44 1273 675 100  
[carol@ala.com](mailto:carol@ala.com)