



MEMS Sensors: Bosch Sensortec Steps Up Customer Support in Asia New Regional Offices in China and Taiwan

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- ▶ Field application engineering presence as well
- ▶ Website in English, Chinese, Japanese and Korean

Bosch Sensortec has opened new regional offices in Shanghai, People's Republic of China and in Taipei, Taiwan. The local presence allows for optimal customer support. By the end of 2008, the regional office in the "Bank of China Tower" in Shanghai should have 10 employees who are responsible for sales and application engineering for all of Asia. Bosch Sensortec thus emphasizes the major importance of this growth market, and therefore the build up of sales in Asia, as well as global sales, will be guided from there.

In the regional office opened most recently in Taipei, customers located in Taiwan could immediately find contact people well qualified in sales and field application engineering.

With this location Bosch Sensortec has further expanded its presence in Asia. The firm has had regional offices in Japan and Korea, and also in the US for several years. The growing importance of the Asian markets is also reflected in the website www.bosch-sensortec.com: the product range was presented in English, and in Japanese and Korean, and is now in Chinese as well.

Bosch Sensortec is targeting bulk purchasers in the consumer electronics sector in particular with its incredibly small MEMS Sensors (micro electric mechanical system) for measuring physical inputs, such as pressure, acceleration, angle of inclination, rotational speed or temperature. A number of these firms are located in China and Taiwan, among them those who have specialized in contract manufacturing for costumers worldwide. As purchasers of extremely large numbers of units for important component manufacturers, these customers are of particular importance for Bosch Sensortec. The company is supported by synergies with its parent company, Bosch, the leader in automotive MEMS, which holds more than

700 patents in MEMS technology and, together with its subsidiaries, offers the widest range of MEMS products worldwide.

Next exhibitions where Bosch Sensortec will be present:

- Japan, Tokyo – CEATEC – September 30 to October 4, 2008
Hall 8, booth 8K22
- Germany, Munich – Electronica - November 11 to November 14, 2008
Hall 6; booth A340
- China, Shanghai - Sensors China – November 12 to November 15, 2008 Hall
1, booth J24

About Bosch Sensortec

Bosch Sensortec GmbH, a 100 percent subsidiary of Robert Bosch GmbH, offers micromechanical sensors, application and foundry services for consumer electronics, security systems and logistics. Its product portfolio to date includes triaxial acceleration sensors as well as pressure sensors. The company was founded in early 2005 and is headquartered near Reutlingen to the south of Stuttgart (Germany). For more information about Bosch Sensortec, visit www.bosch-sensortec.com.

About Bosch

Bosch has been active in the field of MEMS since 1988, being one of the pioneers in this technology. Today, hundreds of engineers of the Bosch Group work in the field of MEMS. A wide selection of products - from pressure and acceleration sensors to yaw-rate sensors - is manufactured for the automotive industry. Annual production at Bosch is more than 160 million sensors.

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The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 271,000 associates generated sales of 46.3 billion euros in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network are the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering."

The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com.