

## **Bosch Sensortec GmbH expands business into Japan**

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- ▶ Sales agreement for Bosch Sensortec MEMS products signed with leading Japanese distributor

Reutlingen – Bosch Sensortec, established in 2005 as a subsidiary of the Bosch Group, today announced that the company has signed a distribution agreement with Japanese distributor Silicon Technology, under which Silicon Technology will actively market Bosch Sensortec sensor products to the Japanese consumer electronics industry.

Bosch Sensortec's broad portfolio of sensors ranging from pressure and acceleration sensors to yaw-rate sensors will now be available to Silicon Technology for its design-in and selling activities. Silicon Technology's strong marketing, engineering, and sales programs will make it a specialized partner for Bosch Sensortec. This will help Bosch Sensortec to accelerate the growth also in Japan. The agreement will enable Bosch Sensortec to focus on major growth areas such as consumer electronics.

"Bosch Sensortec considers Silicon Technology an ideal partner with which to expand its Japanese customer base as well as for achieving its targets for business growth. We believe that Silicon Technology's strategy of focusing on customers and applications fully supports these ambitions," said Dr. Frank Melzer, CEO Bosch Sensortec. "This agreement with Silicon Technology gives us a strong partner to ensure continued growth of our business in the Japanese market."

### **About Bosch Sensortec**

Bosch Sensortec, a wholly owned subsidiary of Robert Bosch GmbH, which is the global market leader for automotive sensors, offers micromechanical sensors, application, and foundry services for consumer electronics, medical technology, security systems, and logistics. The company was

founded early in 2005 and is headquartered in Kusterdingen, near Reutlingen (Germany).

Bosch has been active in the field of MEMS since 1988 and is one of the pioneers of this technology. Today, more than 300 engineers of the Bosch Group work in the field of MEMS technology. Several hundred different types – ranging from pressure and acceleration sensors to yaw-rate sensors – have been manufactured for the automotive industry. Annual production at Bosch amounted to more than 100 million MEMS sensors in 2005. To find out more about Bosch Sensortec, visit [www.bosch-sensortec.com](http://www.bosch-sensortec.com).

### **About Silicon Technology**

Silicon Technology Co., Ltd. was established in 1989 as a semiconductor distributor in Tokyo, Japan. The company philosophy is “to provide customers with high-quality service to secure their satisfaction and trust”, and Silicon Technology supplies its customers with innovative technology products from premium suppliers in Japan and overseas, as well as offering strong technical support for design-in. It focuses mainly on the digital consumer, car electronics, information/communication, industrial, and entertainment markets. For company details, visit [www.si-tech.co.jp](http://www.si-tech.co.jp).

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*The Bosch Group is a leading global manufacturer of automotive and industrial technology, consumer goods, and building technology. In fiscal 2005, some 250,000 associates generated sales of 42 billion euros. Set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering,” the Bosch Group today comprises a manufacturing, sales, and after-sales service network of some 270 subsidiaries and more than 12,000 service centers in over 140 countries.*

*The special ownership structure of the Bosch Group guarantees its financial independence and entrepreneurial freedom. It makes it possible for the company to undertake significant up-front investments in the safeguarding of its future, as well as to do justice to its social responsibility in a manner reflective of the spirit and will of its founder. 92 % of the shares of Robert Bosch GmbH are held by the charitable foundation Robert Bosch Stiftung. The entrepreneurial ownership functions are carried out by Robert Bosch Industrietreuhand KG.*

*Additional information can be accessed at [www.bosch.com](http://www.bosch.com).*