



Maximizing your Impact with MEMS and Sensors

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The world is evolving at breakneck speed due to the progression and pervasiveness of technology. One of the most significant trends is the embedding of MEMS and sensors into products, devices, and infrastructure to provide these objects with a digital connection to the physical world. With MEMS and sensors, these devices are able to take on an awareness of their environment. They are able to interact and interface with their environment. They are able to evolve into 'smart' devices.

This trend provides vast opportunities to an entire ecosystem surrounding MEMS and sensors. From those that manufacture the sensors, to the equipment suppliers used in their fabrication, to the system designers that integrate the MEMS and sensors into end devices, to those that use the data generated by the sensors – all stand to benefit from the growth of this industry.

In this talk we'll focus on how the use of MEMS and sensors can improve product performance and user experience, how it can provide insights to improve product design, and how it can enable entirely new business models. We'll then detail how accomplishing this often requires working closely with others in the ecosystem and how SEMI-MSIG can enable and support this collaboration. We will conclude with the top three things to do to maximize your impact.