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Dr. Kevin Shaw, Sensor Platforms' Chief Scientist, delivered Keynote
at Annual Conference of Chinese American Semiconductor Professional Association

San Jose, California, 2008 -- Dr. Kevin Shaw, Chief Scientist at Sensor Platforms Inc, was the keynote speaker at the Annual Conference of the Chinese American Semiconductor Professional Association (CASPA), on October 25 at the Santa Clara Convention Center. The theme of the conference was "Enabling Technologies for Interactive Human Interface."

The abstract of Dr. Shaw's talk on "Motion Sensing for Consumer Applications" follows:

The coming wave for the consumer market is all about motion. People have been mobile for a long time; but their phones and gadgets are still new at it. Now with sensors finally hitting the right cost and performance targets, phones and gadgets are starting to understand motion too.

The challenge of building these systems, however, is formidable: dynamic acceleration, inertial mathematics, noise requirements, battery limitations, and the desire for a fast, yet smooth, response. Putting it all together and meeting the cost requirements for consumer applications, has sometimes been impossible.

We first talk about the applications and markets for motion sensors, next, what kind of sensors are being used, how those sensors work and what they can tell a gadget about the world around it. Finally we talk about the challenges of putting it all together.

Following the keynote address, a panel of industry leaders shared their broad perspective of the emerging technologies that integrate motion sensor, touch sensor, voice recognition and visual recognition with the digital information technology for creative human interface applications.

Dr. Shaw has over 18 years experience in the sensor and MEMS market and has earned 24 U.S. patents in the field of MEMS. He holds a bachelor degree from the University of California, and masters and doctorate degrees from Cornell University. He also holds a M.Sc. from the Graduate School of Business at Stanford University where he was awarded the title of Stanford Sloan Fellow.

About CASPA (www.caspa.com)
Founded in 1991, CASPA is the largest Chinese American semiconductor professional

organization in the world, and is uniquely positioned to link the U.S. and five Asian Pacific countries. Headquartered in Santa Clara, CA, CASPA has nine local chapters worldwide, and more than 4,000 individual members covering multiple disciplines. CASPA also has more than 70 corporate sponsors, including firms involved in EDA, design, IDM, foundry, packaging/test, venture capital, science and technology development parks, and legal and financial services, located in the U.S., Taiwan, Hong Kong, China, Singapore and Japan.

About Sensor Platforms *(www.sensorplatforms.com)*
Sensor Platforms Inc is a fabless semiconductor company enabling the next wave in personal electronic devices as they progress beyond personal computers and web-enabled handsets to include solutions that interact with their physical environment and acclimate to the surroundings, such as location- and motion-aware personal electronics devices. Because this transition requires a new class of algorithms and hardware, Sensor Platforms delivers precision analog/mixed signal products, including a family of devices for navigation, natural motion and vibration cancellation. The company is located at 2860 Zanker Road, #210, San Jose, CA 95134. For information: info@sensorplatforms.com