

## **Sensor Platforms Appoints Ian Chen as Executive Vice President**

**San Jose, California, Sept 10, 2007** — Sensor Platforms, Inc, a fabless semiconductor solutions provider, today announced the appointment of Ian Chen to the newly created position of Executive Vice President.

Mr. Chen has over 20 years of experience in the semiconductor industry, particularly with SoC and analog/mixed signal products for consumer and computing markets. He will execute delivery of Sensor Platforms' new class of sensor system ICs and hardware, enabling high levels of personal productivity in devices targeted at consumer, computer and industrial applications. These include a family of navigation devices for heading correction, and rotational vibration cancellers for hard disk drives. Mr. Chen will report to Bill Eichen, CEO.

"Ian brings to Sensor Platforms excellence in marketing, product development and operations," said Mr. Eichen. "He has a proven track record of identifying emerging opportunities, and executing to his commitments. Ian has already demonstrated to the Sensor Platforms team that he is a valuable asset to our success. Having succeeded with Ian prior to Sensor Platforms, I look forward to working with him again."

"To achieve the next level of performance breakthrough, electronic systems need to become more aware of, and interact with, their physical environment. The Sensor Platforms team possesses rich insights for combining sensor physics with advanced analog and algorithm techniques that will allow us to contribute significantly to our customers' successes," said Mr. Chen. "My first goal is to expand the company's presence in consumer and personal electronics."

Mr. Chen was most recently Vice President of Marketing at Mobius Microsystems where he coordinated efforts to develop a core invention having major impact on frequency generation. For this work, the company was recognized as a finalist for "Start-up Company to Watch" in 2006 by the Fabless Semiconductor Association.

Prior to Mobius, Mr. Chen was Vice President of Marketing and Product

Management at Analogix Semiconductor where he managed cross-functional product development efforts to deliver working HDMI receiver samples 12 months from conception.

He has also held director-level positions at Cypress Semiconductor, IC Works, National Semiconductor and Texas Instruments. His product responsibilities have included consumer ICs, clock chips, graphics and networking devices, and microprocessors.

Mr. Chen earned Bachelors and Masters degrees in Electrical Engineering, as well as a Master of Business Administration degree, from the University of Illinois at Urbana-Champaign. He also holds seven patents.

**About Sensor Platforms ([www.sensorplatforms.com](http://www.sensorplatforms.com))**

Sensor Platforms is a fabless semiconductor company enabling the next wave in personal electronic devices. We extend the reach of these devices beyond personal computers and Web-enabled handsets to solutions that interact with their surroundings. 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, action gaming, and rotational vibration cancellation. Sensor Platforms is headquartered in San Jose, California.

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