

Plessey Semiconductors Named Finalist of the Prestigious UBM Electronics ACE Awards in the Passive Components, Sensors, Indicators and Interconnects Category

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Plessey to show its award winning EPIC sensor technology at DESIGN West

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 KOREA IT TIMES (INFO@KOREAITTIMES.COM)

PLYMOUTH, ENGLAND -Plessey Semiconductors today announced it has been named a finalist in the EE Times and EDN 2012 UBM Electronics ACE Awards in the Passive Components, Sensors, Indicators, and Interconnects category. The awards program honors the people and companies behind the technologies and products that are changing the world of electronics.

The winners will be announced at an awards ceremony on Tuesday, March 27 2012 at The Fairmont San Jose, during DESIGN West, a new UBM Electronics conference and expo building on the rich foundation of training, education and products available at ESC, that also combines popular summits and new event launches together in one venue for the first time.

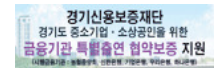
Plessey will be exhibiting in partnership with their local representative, Schoenduve Corp, at DESIGN West on booth #2227 demonstrating its award winning Electric Potential Integrated Circuit (EPIC) sensor technology. By detecting changes in the electric potential field, the EPIC sensor can be used for a wide variety of applications from health monitoring of ECG to a simple, non-touch electric switch and even to detect specific kinds of movement as a limited gesture recognition device. As the EPIC sensor does not need line of sight and can even detect movement through walls, it can also be used to replace, or as an adjunct to, a passive infra-red (PIR) sensor in a variety of applications including security motion detectors.

Plessey's EPIC Program Director, Dr Paul James, said, "The ACE Awards are probably the most important and influential of all the industry awards and so we are delighted that our EPIC technology has been recognized as an innovative, game changer by our peers. We are proud that British innovation is bringing a completely new sensor technology to the world that can be used in so many amazing novel applications from security to automotive and from gaming to earthquake warning."

Video demos of EPIC can be found at http://www.plesseysemiconductors.com/media_video.html

"The new ACE Awards program, presented for the first time by both EE Times and EDN, provides us with an opportunity to recognize the technologies that have made a difference in the way we work, live and play over the past year. We congratulate the finalists on their innovations and leadership in the electronics industry. Additionally, we look forward to our awards ceremony in March to celebrate the innovation, creativity and contributions of the engineering community," said Junko Yoshida, Editor in Chief, EE Times, UBM Electronics.

For more information on the awards program visit <http://ubm-ace.com/>



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
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
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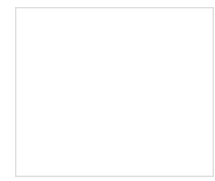
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