



PRESS RELEASE

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Plessey's EPIC Electric Potential Sensor Named Product of the Year by *Electronic Products Magazine*

*EPIC sensor wins Award for Innovative Advancement
in the Sensors, Transducers and Audio Components category*

Plymouth, ENGLAND – 6 January 2012 – Plessey Semiconductors, leading experts in the development and manufacture of semiconductor products for sensing applications, today announced that it has been honoured with an Electronic Products' Product of the Year award for its EPIC PS25X01 electric potential sensors.

The editors of Electronic Products — a leading US trade publication for electronic design engineers — evaluated thousands of products launched in 2011. The winning products were selected on the basis of innovative design, significant advancement in technology or application and substantial achievement in price and performance. Plessey's EPIC sensor won in the Sensors, Transducers and Audio Components category by enabling breakthrough new applications in markets ranging from medical health/fitness through to automotive safety, security and even computer gaming.

According to the judges, sensor technology had a strong showing this year and they highlighted Plessey's EPIC sensor measures changes in an electric field in the same way that a magnetometer detects changes in a magnetic field. The basic sensor technology itself has great potential. The EPIC sensor will enable innovative new products to be made, such as medical scanners that are simply held close to a patient's chest to obtain a detailed ECG reading. It could enable devices that can 'see' through walls, control artificial limbs from a simple pad on the skin's surface, and detect eye muscle movements for new human-machine interfaces, all without the need to implant electrodes. Further, the sensor's ability to detect movement over distances ranging from a few centimetres to several meters enables applications in security systems and for proximity control of lighting and other electric appliances."

Plessey's EPIC Programme Director, Dr Paul James, was delighted to learn of the award and said, "We continue to be delighted by the reaction that we get to this breakthrough technology, both from our customers and the industry at large. Industry awards from our peers such as this reinforce just how novel, innovative and disruptive the EPIC sensor is. We are looking forward to advancing the technology to the next generation of arrays and integrating the sensors with discrete components for more sophisticated applications like proximity sensors for all kinds of hand held electronic products including smart phones, tablets and for gesture recognition for gaming and television remoteless control applications."

The 2011 Product of the Year Awards were announced in the January 2012 issue of Electronic Products with a cover feature and a brief description of each product. Additionally, the winning products appear on Electronic Products' website <http://www2.electronicproducts.com/productyear.aspx>.

2011 marks the 36th annual *Electronic Products*' "Product of the Year" Awards, which recognizes the best products in the industry.

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

About Plessey Semiconductors Limited

Plessey Semiconductors are leading experts in the development and manufacture of semiconductor products used in sensing, measurement and control applications. Plessey's products are found in a wide range of markets including communications, manufacturing, medical, defence, aerospace and automotive. Plessey designs products for high performance applications and its range of integrated sensing products includes CMOS image sensors, Hall Effect

devices and its award-winning EPIC electric potential sensors. These products all benefit from Plessey's high precision, high temperature and radiation tolerant technologies. Further details at www.plesseysemi.com. Enquiries to sales@plesseysemi.com

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