

## MagnaChip unveils new Mxsensor products

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**Singapore:** MagnaChip Semiconductor, a Korean semiconductor company with a broad portfolio of analog and mixed-signal products and technologies, announced a full range of "MXsensor" intelligent sensor product families featuring 0.18 micron mixed signal and analog technology with low power consumption.

The MXsensor families target the growing market for applications ranging from smartphone, tablet, and navigation to medical devices. The MXsensor families include e-compass and digital hall sensors. MagnaChip's intelligent sensors provide cost-effective features such as small form-factor and multi-function integration as a result of its use of 0.18 micron mixed signal and analog technology and advanced design capabilities, as compared to currently available products.

Sensors are used for many applications and their use is growing rapidly. Furthermore, today's increasingly sophisticated devices require an emerging class of intelligent sensors in mass volume. For instance, in hand-held devices magnetic sensors are essential to implement compass-functionality and to detect the timing of opening and closing of a flip cover. MagnaChip's intelligent sensor families address these magnetic sensor requirements with a new style of design made

possible by integrating multiple functions and lowering power consumption utilizing MagnaChip's own proprietary 0.18 micron mixed-signal technology.