

## **Winners of 2012 iNEMO Design Contest in Taiwan**

STMicroelectronics



### ***STMicroelectronics announces winners of 2012 iNEMO Design Contest in Taiwan***

Taipei, Taiwan, December 6, 2012 - STMicroelectronics (NYSE: STM), a global semiconductor leader serving customers across the spectrum of electronics applications and the world's top manufacturer of MEMS (Micro-Electro-Mechanical Systems)[1] announced that the On the Verge Team from National Formosa University was named the winner of the 2012 iNEMO Design Contest in Taiwan. Co-sponsored by the Taiwan's Nanotechnology and Micro System Association, the open competition for students and young engineers in Taiwan to design innovative applications around ST's award-winning[2] iNEMO™ smart multi-sensor technology began on May 25 and ran until December 5 to promote MEMS design innovation and cultivate engineering talent among university students in Taiwan.

During a six-month run, nearly 200 students and young engineers from 20 universities in Taiwan submitted 82 designs to the 2012 iNEMO contest, representing a 36% increase in the number of entries over last year. Entries were judged on a combination of functionality and practicality, implementation, creativity, presentation and final demonstration. Contest winners were revealed on December 5 during an award ceremony in conjunction with ST's Annual MEMS Symposium held in Taipei.

The first place winner of this year's iNEMO Contest, On the Verge Team, comprised a group of students from National Formosa University in Taiwan, who mounted an accelerometer and a gyroscope on drum sticks for drum-play simulation and multiple accelerometers on a two-piece mock guitar to simulate guitar playing. The application is able to connect to Android devices through Bluetooth or Wi-Fi, enabling interaction and entertainment anytime and everywhere. The project was selected for its creativity in using sensors for musical instrument simulation, as well as the comprehensiveness of the design, including a set of Android apps. The first place winner was awarded a prize of NT\$80,000.

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The second place winner, HumanEvolution\_YC Team from National Taiwan University of Science and Technology, used ST accelerometers and gyroscopes, along with LEDs and an Arduino controller, to improve the safety and enhance the intelligence of reflective vests for traffic police. The various LED modes on the reflective vest can be automatically changed based on the user's hand gestures, to attract the attention of drivers in the most appropriate manner. The second place winner was awarded a prize of NT\$50,000.

Also from National Taiwan University of Science and Technology, Xianglong 18 Zhi Team won the third place for its gesture-recognition device that records and analyzes workout results. By connecting motion sensors to a smartphone, the device distinguishes different moves of the user creating workout tracking sheets so the user can monitor their fitness shape at all times. The third place winner was awarded a prize of NT\$30,000.

"ST is dedicated to stimulating the local industry growth and talent cultivation in MEMS and the electronics sector as a whole. We are thrilled to see the outstanding results of this year's design contest, in which students succeeded in creatively integrating ST's leading MEMS technology into next-generation applications that will enrich people's life and user experiences," said Patrick Boulaud, STMicroelectronics Regional Vice President, Analog, MEMS and Sensors, Greater China and South Asia Region. "Our iNEMO Design Contest initiative is the best evidence of ST's continuous commitment to driving MEMS industry growth with its innovation capabilities hand in hand with developing and cultivating talent among university students and young engineers around the world."

The judges also granted seven honorable mentions, which were awarded prizes of NT\$5,000 each.

ST's iNEMO is a unique evaluation and development tool that offers up to 10 degrees of freedom, combining 3-axis linear acceleration, 3-axis angular rate and 3-axis motion sensing through a magnetic field, together with barometric/altitude readings, managed by an STM32 32-bit microcontroller. The integration of multiple sensors with processing capabilities, dedicated software and wireless connectivity in a single platform enables leaps in functionality and performance in a wide variety of applications, including Gaming, Human Machine Interface, Robotics, Portable Navigation Devices, and Patient Monitoring.

For more information, please visit [www.st-inemo.com.tw](http://www.st-inemo.com.tw) [1]

### *About STMicroelectronics*

ST is a global leader in the semiconductor market serving customers across the spectrum of sense and power technologies and multimedia convergence applications. From energy management and savings to trust and data security, from healthcare and wellness to smart consumer devices, in the home, car and office, at work and at play, ST is found everywhere microelectronics make a positive and innovative contribution to people's life. By getting more from technology to get more from life, ST stands for life.augmented.

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In 2011, the Company's net revenues were \$9.73 billion. Further information on ST can be found at [www.st.com](http://www.st.com) [2].

[1] IHS iSuppli: MEMS Competitive Analysis 2012

2 iNEMO has received a Wall Street Journal Technology Innovation Award and a Computerworld Honors recognition

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[1] <http://www.st-inemo.com.tw/>

[2] <http://www.st.com/>