



## **Analog , MEMS and Sensors enable our Mobile Devices into a SMART world**

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Moving the trend from Desktop , Laptop to Tablet , the Personal Computing machines are transforming to Mobile and getting closer to the people . It started more human direct interactive function and features , the Human Machine interface are also becoming Smart to our daily life also assisting the user cross functionally adapting the Computer , Communication and Consumer purpose . To make our machine Smart , it rely on the innovative development of the silicon Sensor ( Analog and MEMS ) for friendly cost and economical scale , also the SW APPs Applications ( ART ) to enable our Machine into a different domain knowledgeable SMART world .

The Tutorial will begin with the introduction of the different silicon process from Analog and MEMS , to make the diversified multi-functional sensors ( from Motion , TOUCH , Audio , Environmental , Bio-sensors ) . Then dig into the deeper product design basic theory , key parameter and roadmap of each Sensors . Follows by the product solution then move into the Application and USER Cases for today and Future . End with the story of the

INTERNET / Cloud-Computing integration , social networking , to tackle coming challenge of the GLOBALIZATION , AGING issue , GREEN EARTH ..

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Robert is in Physics back ground . Joined ST Taiwan since 1999 as the DSG Product Marketing Engineer . Worked as the Marketing Manager Since 2003 . Currently responsible for the ST/ IMS , Analog , MEMS and Sensor , IPAD Technical Marketing & Application Team ( TWN ) leader , belonging to ST Great China and South Asia Sales & MKTG organization