

# **MOTION SENSOR START-UP EXPERIENCE IN CHINA**

**JOSEPH XIE**

A photograph showing two people in business attire using smartphones. The person in the foreground is holding a black smartphone, and the person in the background is also holding a smartphone. The background is blurred, suggesting an outdoor setting with greenery.

Sensing  
the  
world  
together

**Intelligent MEMS Sensor & System Applications Company**

# OVERVIEW



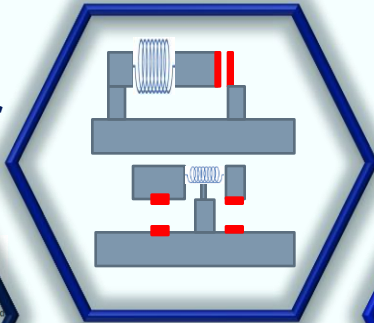
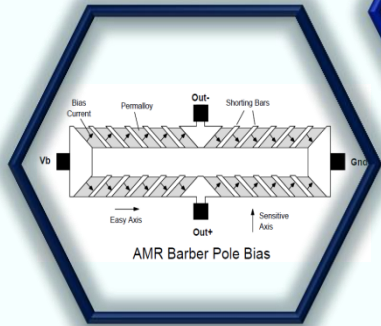
- ✓ **Founded in 2012**
- ✓ **Team from Silicon Valley and local industry**
- ✓ **Support from Shanghai government**
- ✓ **Over 20 years of MEMS technology build up**
- ✓ **Complete supply chain in China**

# Company Profile



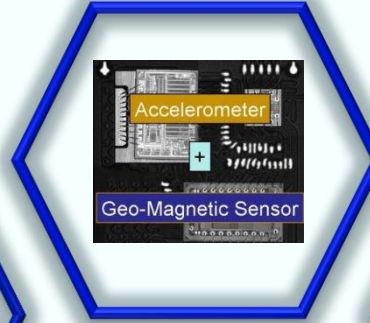
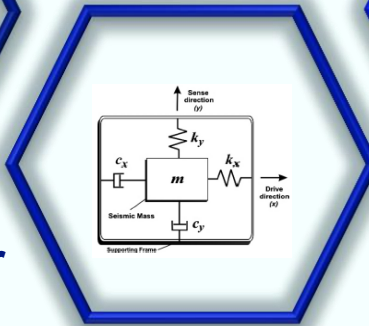
- Shanghai ( Zhangjiang, Jinqiao, Jiading ) :  
Development/Production/Technology Support/Market/Sales
- Shenzheng : Technology Support/Sales

## AMR Magnetometer



## Accelerometer

## Gyroscopes



## Fusion sensor combos & IMUs

## Wearable reference scheme



Base on the advanced motion sensor and algorithm, for the Internet of Things and wearable devices, we develop intelligent application solution and service.

The Honeywell logo, featuring the word 'Honeywell' in white, bold, sans-serif font with a registered trademark symbol, set against a red rectangular background.

# Honeywell AMR Technology

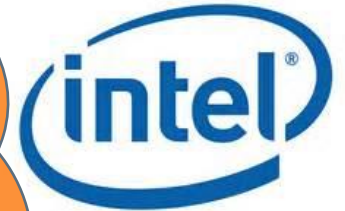


A new generation of information technology industry

The development route of electronic core infrastructure industries

Industrialize: implements integrated circuits, new flat panel display innovation development projects; **micro electro mechanical system (MEMS)**, to promote LED, **smart sensors**, the new power electronic devices and metal organic chemical vapor deposition (MOCVD) equipment industry.

# Smartphone Platform



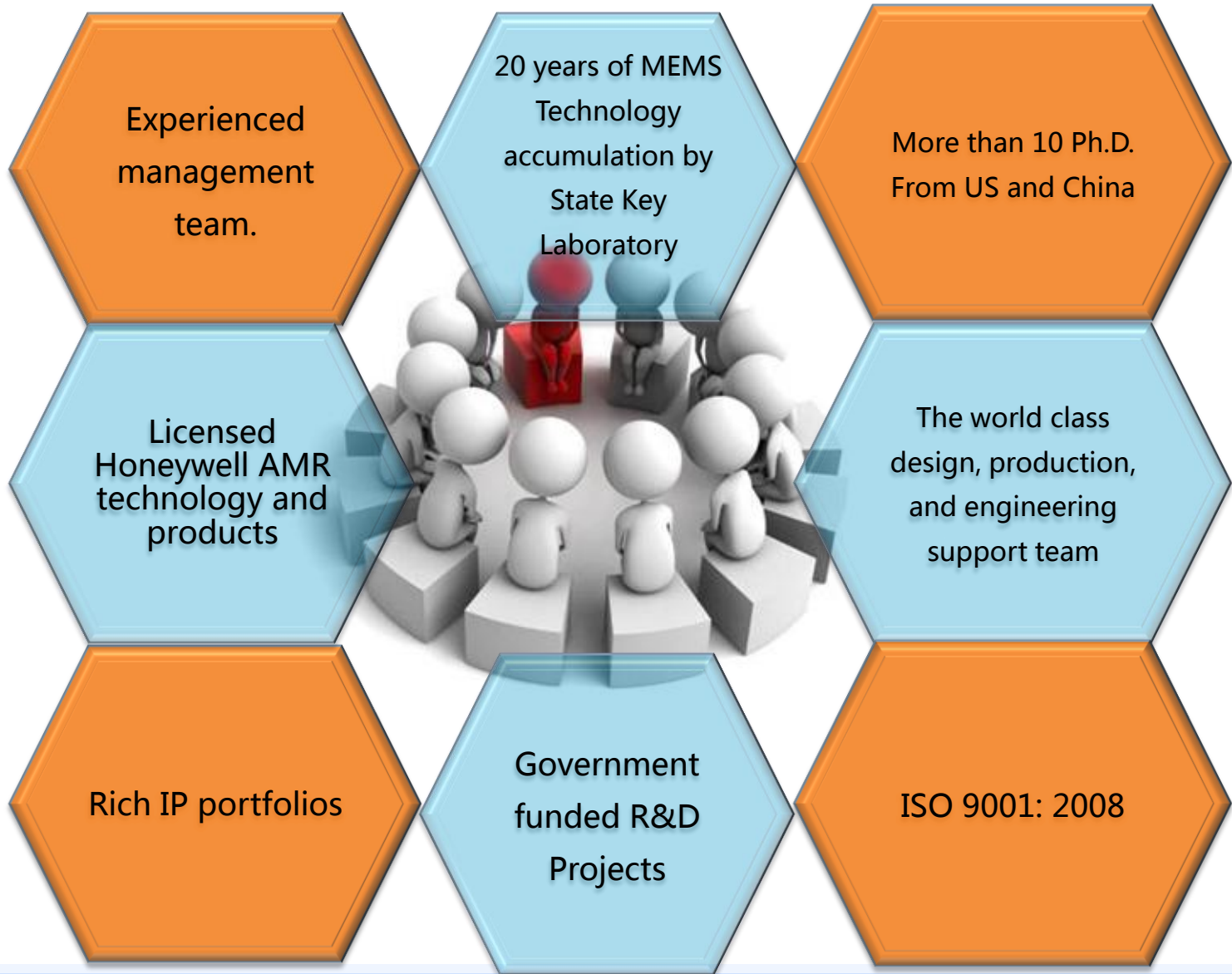
Qualcomm  
( authentication )  
MTK ( authentication )  
Leadcore ( authentication )  
SpreadTrum ( going on )  
Mediatek ( going on )  
Intel (going on)



ANDROID



# Competitive Advantages

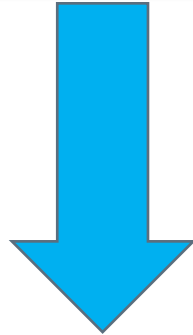


# Technology Platform

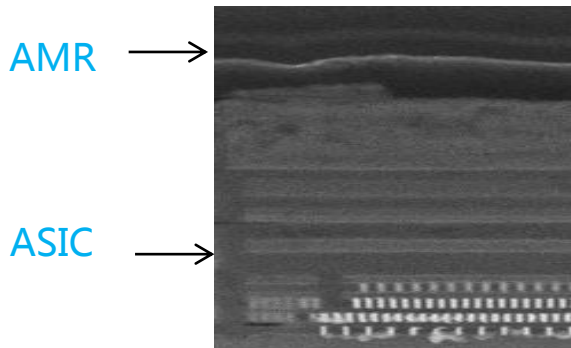


The strategic choice of a new generation of technology, get the advantage for a long time at performance, integration and cost.

Magnetic sensor



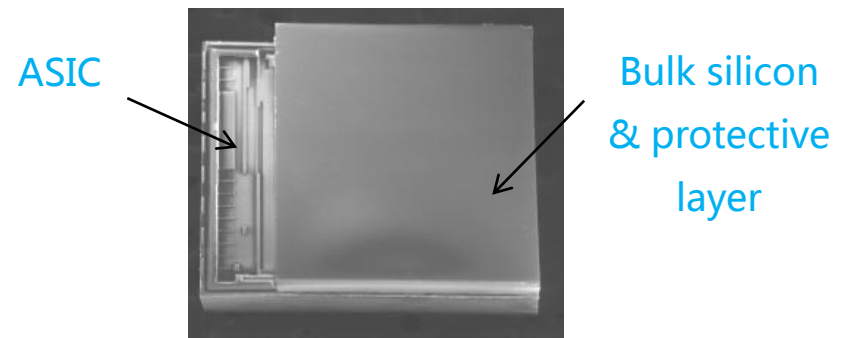
Single chip integrate  
AMR & CMOS Process



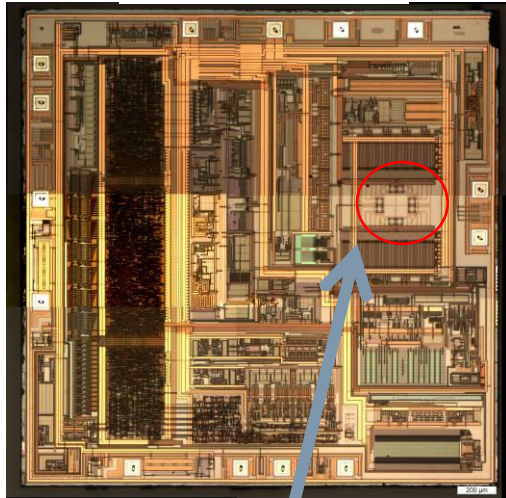
MEMS IMU



Single chip integrate Bulk  
silicon & CMOS Process



# Architecture ( QMC6983 )



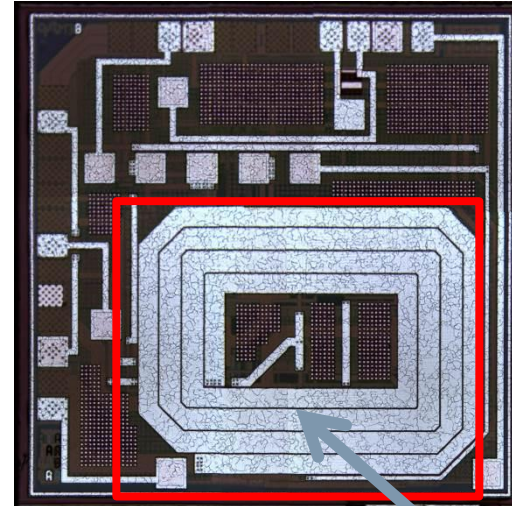
## Hall

- Small sensor size generate weaker signal
- 4 group original signals convert to XYZ

$$\begin{aligned} X1 &= aBx + cBz \\ X2 &= -aBx + cBz \\ Y1 &= aBy + cBz \\ Y2 &= -aBy + cBz \end{aligned}$$



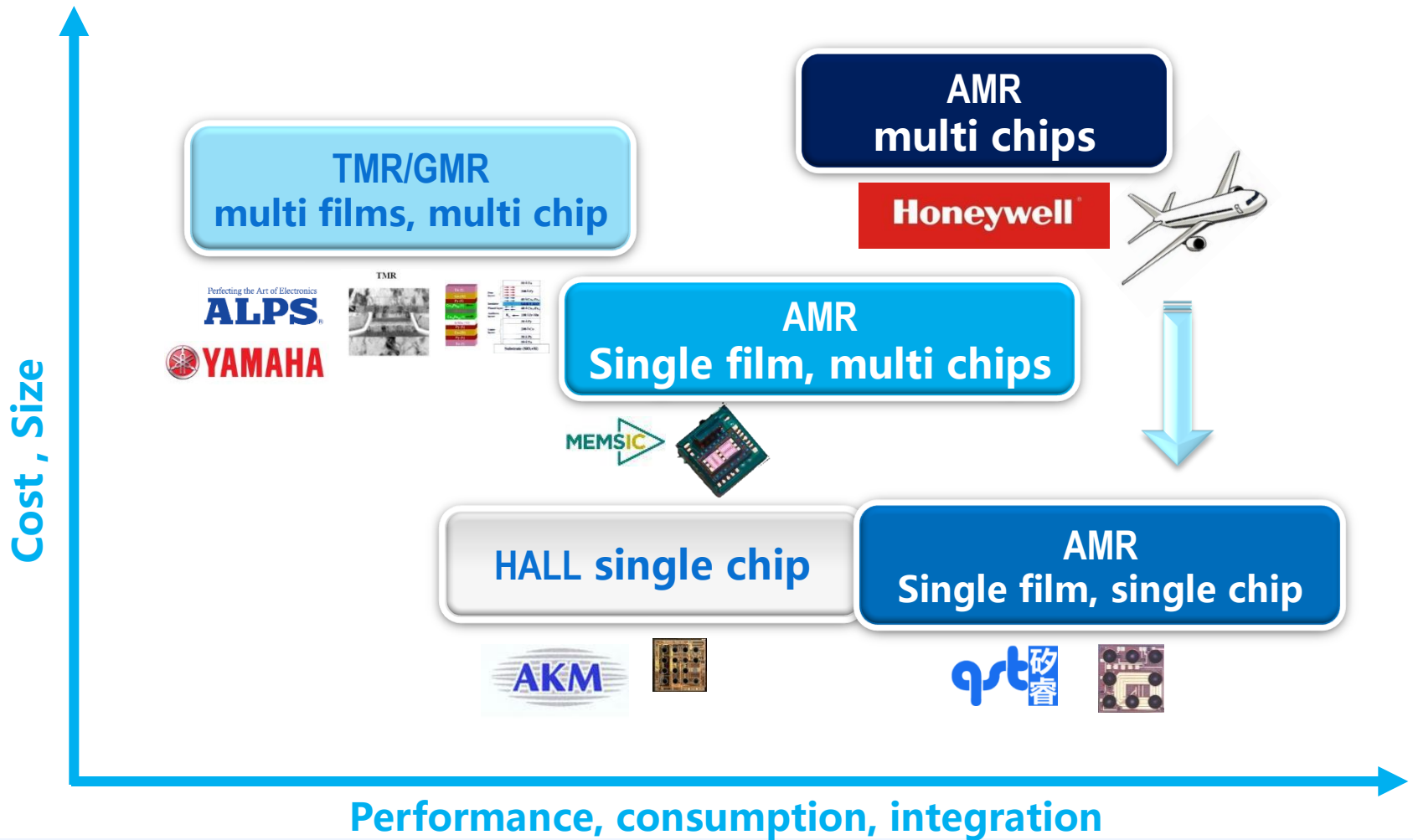
$$\begin{aligned} X1 - X2 &= 2aBx \\ Y1 - Y2 &= 2aBy \\ X1 + X2 &= 2cBz \end{aligned}$$



## AMR

- Large sensor size( 7\* AKM ) generate stronger signal
- Real XYZ components need less convert
- Have potential for upgrade at size and performance

# Magnetic Sensor Technology



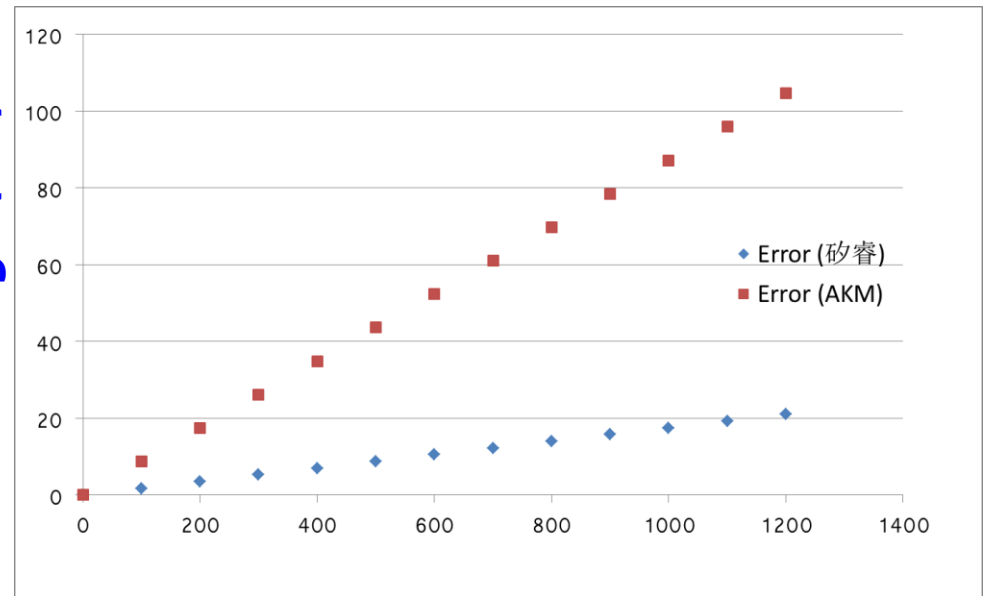
# Future Applications Need more accurate sensors



Indoor Navigation : QST e-compass ( 1 degree ) main steam ( 5 degree )



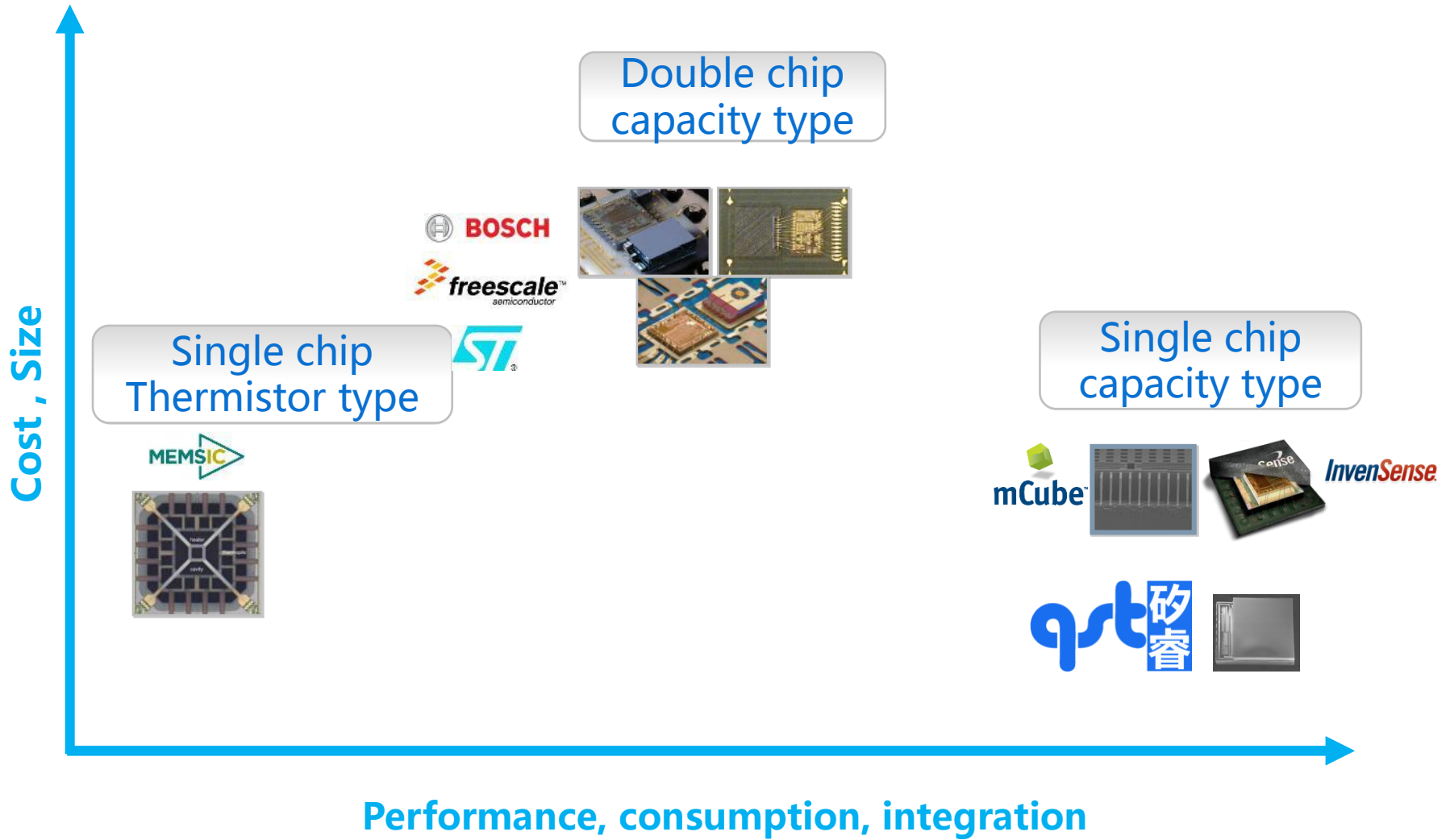
Error range ( m )



Walking distance (m)



# MEMS Sensor Technology



# QMC6983: 3-axis single chip AMR Magnetic Sensor

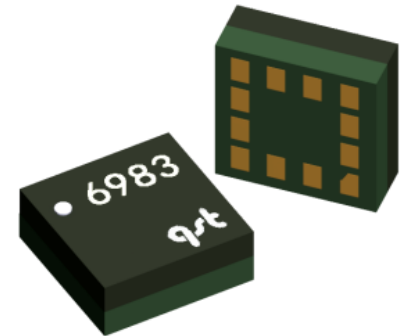
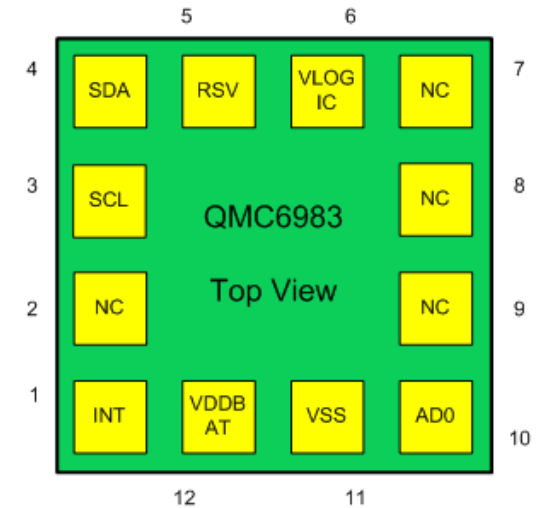


## Feature

- LGA package compatible with AK8963C
- High resolution and Wide dynamic range
- Low current consumption
- Temperature Compensated Data Output
- Single Die AMR sensor

## Specification

- Measurement range : +/- 2000uT
- Resolution : 0.04uT/LSB @ +/-8G
- Current consumption: 75uA@10Hz
- Max ODR : 200Hz
- Power supply : AVDD=2.16-3.6V DVDD=1.65-AVDD
- LGA 12PIN 1.6x1.6x0.75mm



# QMC7983: 3-axis single chip AMR & ASIC Magnetic Sensor

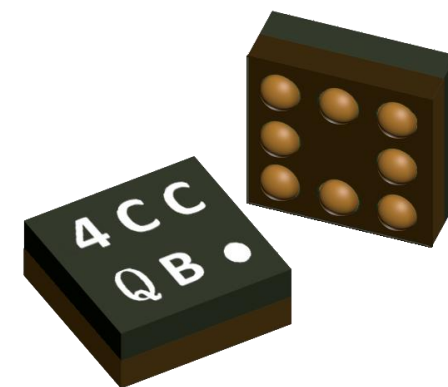
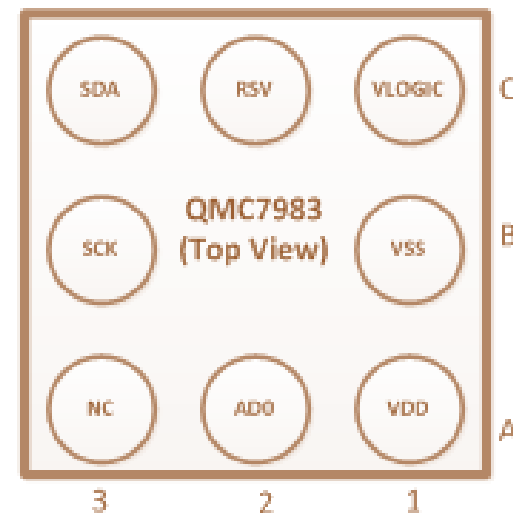


## Feature

- CSP package compatible with AK09911C
- High resolution and Wide dynamic range
- Low current consumption
- Temperature Compensated Data Output
- Single Die AMR sensor

## Specification

- Measurement range: +/- 1600uT
- Resolution : 0.04uT/LSB @ +/-8G
- Current consumption: 75uA@10Hz
- Max ODR : 200Hz
- Power supply : AVDD=2.4-3.6V DVDD=1.65-AVDD
- CSP 8PIN 1.2x1.2x0.55mm



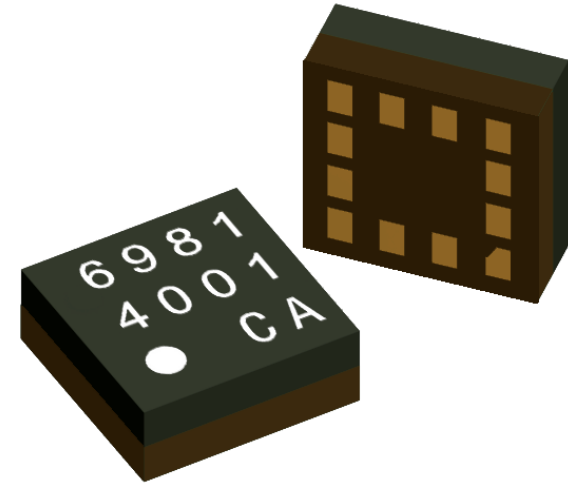


# QMA6981: 3-axis single chip Accelerometer



## Feature

- MEMS-CMOS Monolithic Die
- Embedded 32-level FIFO
- Integrate motion detection
- Integrate step counter
- Low Power

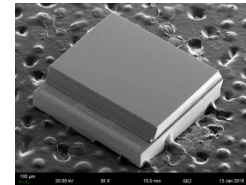


## Specification

- Measurement range: +/- 8G@10 BIT
- Current consumption: 220uA@All blocks on run state
- Max ODR : 2000Hz
- Power supply : AVDD=2.4-3.6V DVDD=1.7-AVDD
- LGA 8PIN 2x2x0.95mm

# QMG6982:3-AXIS SINGLE CHIP GYROSCOPE

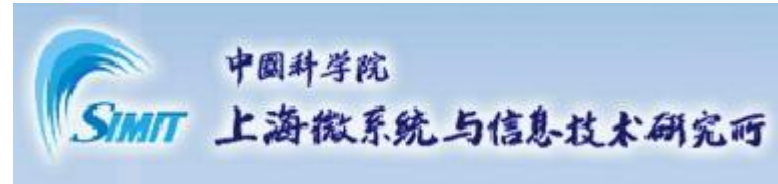
- ✓ LGA12 3x3x0.95 mm<sup>3</sup>
- ✓ Low power, <3mA. Standby current <2uA
- ✓ Full Scale up to +/- 2000dps
- ✓ 16bit ADC
- ✓ Support I2C and SPI
- ✓ Embedded 2 interrupts
- ✓ Embedded 32-level FIFO
- ✓ Support fast startup mode



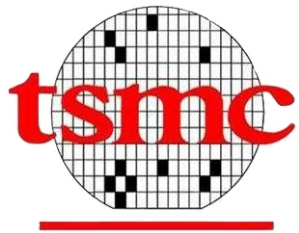
# Industry Collaboration



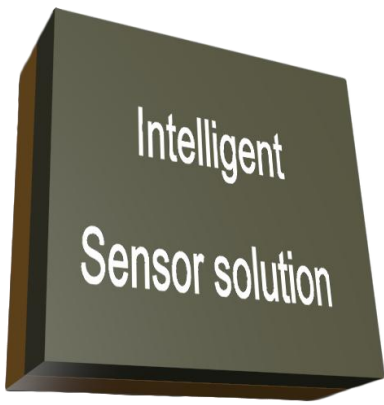
## HG 华虹宏力



- Advanced CMOS-MEMS 8 inch platform
- Production capacity: 12kk/month
- Skilled research and product team
- 20 years MEMS technology accumulation
- Complete research process and Test&Package platform
- Abundant human resource



# WEARABLE DEVICES



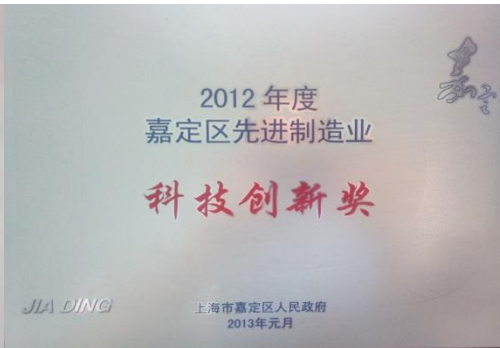
# Awards Received

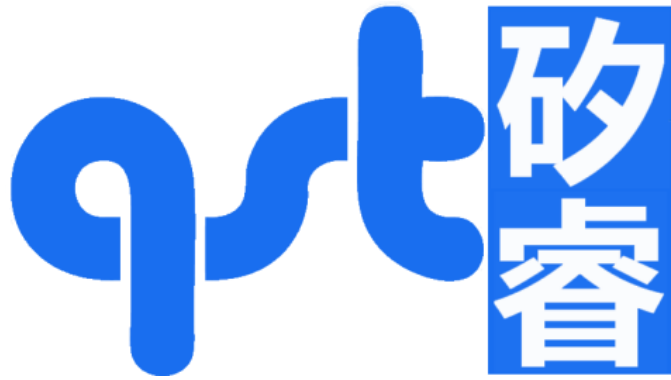


Global Source  
China ACE Awards  
MEMS Design Team of  
the year 2014



Global Source EETIME  
2014 China IC Design Awards  
Best MEMS/Sensor of  
the year: QMC6983





**SENSE THE WORLD TOGETHER**

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