

Touch response solutions

TDK Electronics teams up with Aito in piezo haptics

November 7, 2018

TDK Corporation (TSE:6762) announces that its subsidiary TDK Electronics is joining forces with Aito, a leading company in controller solutions for piezo haptics. Both companies will cooperate in the development and promotion of cutting-edge touch response solutions that are based on TDK's portfolio of piezo actuators with haptic feedback and Aito's HapticTouch control solution. Based on this partnership the product range of touch response solutions will be continually expanded.

"Together with Aito we are able to provide much more comprehensive support to customers, who are facing the challenging process of integrating haptic actuators into their applications," explains Dr. Georg Kuegerl, CTO of the TDK Piezo & Protection Devices Business Group. "They will benefit from a fully-integrated solution that combines our piezo actuators and Aito's smart control ICs, enabling much faster development, far better haptic performance and lower costs."

Peter Kurstjens, CEO of Aito, stated: "TDK is well known for their reliable high-volume piezo component manufacturing and development. Their experience will help us to further strengthen our leading position in touch response solutions."

Aito's HapticTouch control solution transforms piezo actuators with haptic feedback into precise touch sensors that provide haptic feedback to users' fingertips and make smooth surfaces feel like physical buttons, shapes, edges or textures. As confirmation of input on smartphone touchscreens or as replacement of traditional buttons in car interiors, the combined haptic technologies of TDK and Aito are set to enable a natural and intuitive interaction on electronic devices. For example:

- Touchscreen operation for smartphones and notebooks;
- Control and operation of automotive infotainment systems, climate controls, steering wheel controls, and touch-based gear shifters;
- Human machine interfaces for industrial and medical electronics.

Touch response solutions can be experienced at electronica 2018 in Munich from November 13 to 16 at TDK's booth in Hall B6.105.

About TDK Corporation

TDK Corporation is a leading electronics company based in Tokyo, Japan. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's comprehensive portfolio features passive components such as ceramic, aluminum electrolytic and film capacitors, as well as magnetics, high-frequency, and piezo and protection devices. The product spectrum also includes sensors and sensor systems such as temperature and pressure, magnetic, and MEMS sensors. In addition, TDK provides power supplies and energy devices, magnetic heads and more. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics and TDK-Lambda. TDK focuses on demanding markets in the areas of information and communication technology and automotive, industrial and consumer electronics. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2018, TDK posted total sales of USD 12 billion and employed about 103,000 people worldwide.

About TDK Electronics

TDK Electronics (formerly EPCOS) develops, manufactures and markets electronic components and systems under the product brands of TDK and EPCOS, focusing on fast-growing leading-edge technology markets, which include automotive electronics, industrial electronics and consumer electronics as well as information and communications technology. Thanks to the 24,000 employees at some 20 design and production locations and an extensive sales network, the company is globally positioned – beyond the provision of standard products – to work closely with customers and create the right solutions for them.

About Aito

Aito is a leading developer of controller solutions in piezo haptics based in Amsterdam, Netherlands, and Helsinki, Finland, offering an innovative new category of interface controls. Their unique and patented technology combines touch functionality with haptic feedback in the world's thinnest form factor and provides a best-in-class user experience for products such as smartphones, laptops and car infotainment systems.

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