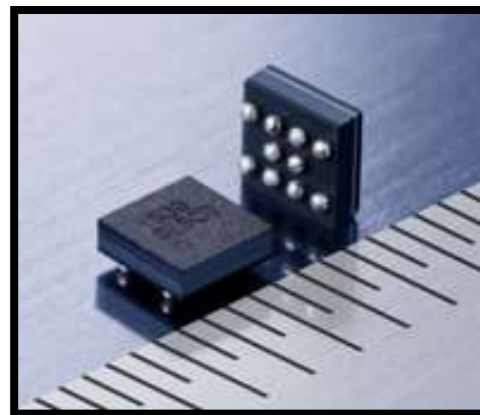


A Chip off the old block

Willow Technologies Limited (www.willow.co.uk) announces the mass production and shipment of the **new Yamaha tri-axial geomagnetic sensor IC for smartphones and tablet PCs**, commencing April 2011. The YAS530 is now available and suitable for a wide range of applications, from navigation requiring GPS, AR (augmented reality), games that utilise gyro sensors and many more.



Martin Pearce, Marketing Director at Willow Technologies Limited commented “Yamaha continues to meet the needs of the growing geomagnetic sensor IC chip market by developing up to the minute, high performance products, fitted in small packages. The YAS530 is a 10 pin package (WLCSP) at just 2.0x2.0x0.8mm.

Yamaha have a highly favourable reputation in GPS compatible mobile devices and personal navigation systems, originating with the popular YAS529, the world’s smallest tri-axial geomagnetic sensor IC chip in 2005. The dynamic range of the new YAS530 is some 300% of its predecessor, the YAS529, with higher resolution (0.15uT (X, Y), 0.3uT (Z)), reduced power consumption (4mA – when measuring) and pin for pin compatibility. The wider dynamic range (+/- 800µT typical) is a huge advantage in minimising magnetic interference from other devices mounted on the miniature PCB’s used in today’s smartphones and other electronic devices. The device has a measuring time of 1.5 msec, standard I²C Interface and operates over a temperature range of -40 to +95°C.

“Also on the horizon at Yamaha”, continued Pearce, “are smaller sized products to further reduce PCB mounting and sensor-fusion software technology which supports multiple sensors. The sensor fusion software will allow simultaneous and complimentary fusion of data, providing the user with a high power user friendly interface and data output functionality. Auto-calibration software is provided to simplify the normally difficult operations required for calibration of such geomagnetic sensors.”

Willow Technologies continues to provide an array of support services including timely Yamaha driver updates for various operating systems and technical support for geomagnetic sensor IC chips, while meeting the needs of customers and making the design process easier for ODMs/OEMs.

“Based on the excellent quality and performance of Yamaha’s geomagnetic sensor range, we are confident at Willow Technologies that this product will fast become a leading player in the market”, concluded Pearce.

Editor Information

Founded in 1989, Willow Technologies is located in Copthorne, Surrey, UK. We provide electronic solutions to customers by designing, manufacturing and supplying components and systems globally to the electrical and electronic marketplace. Specialists in switching, sensing, resistive and hermetic seal solutions we have a wide portfolio of sensing technologies and over 60 years of application experience. Our in-house engineering capability and rapid prototyping facility for custom parts enable us to develop products to match specific application requirements. Willow is ISO9001:2000 registered.

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