



IoT Segment:

## Smart Sensor Platforms



TDK Corporation is a world leader in electronic solutions for the smart society based in Tokyo, Japan. Built on a foundation of material sciences knowledge, TDK welcomes societal transformation by resolutely remaining at the forefront of technological evolution and deliberately “Attracting Tomorrow.”

- Established in 1935, fiscal 2023 total sales of USD 16.1 billion employing ~103,000 people worldwide.
- Marketed under the product brands TDK, EPCOS, InvenSense, Micronas, TDK Qeexo, Tronics and TDK-Lambda.
- Focused on automotive, industrial and consumer electronics, and information and communication technology.
- Portfolio featuring 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.

## Business Challenge

Broad deployment of smart sensor platforms will be needed to drive Digital Transformation, however there are many verticals with differing AI requirements. The diversity of applications and their requirements means there is no “single AI solution” covering all applications.

## Solution

Emerging TDK smart sensor platforms span applications from smarter microphones and motion sensors (SmartSound™ and SmartMotion®) to smarter tires (InWheelSense™) and smarter machines (i3 Micro Module). TDK’s innovative technology combined with our AutoML tool creates small footprint, low power, low-cost, configurable and scalable intelligent edge devices.

## Impact

Armed with new solutions, domain experts without machine learning knowledge are empowered to create powerful ML applications simply and quickly. By reducing resource/expertise requirements and development time, customers accelerate adoption of artificial intelligence in smart edge sensor platforms and their Digital Transformation.



Client

**“Procter and Gamble is leveraging TDK’s Auto Machine Learning tool to help enable this broad innovator community to develop, manage and deploy new algorithms.”**

