

(DigiTimes) Now, most of InvenSense's customers are from consumer electronics, such as DSC, handset, and gaming. Does InvenSense have other plans in other markets? For the global bad economic situation, what is your proposal against this crisis for InvenSense?

(Steve Nasiri) We believe the consumer electronics is a very large market that can provide several billions of units annually and for now, we are primarily focused on this market segment. The other potential market of interest is, of course, automotive but for now we have not investigated our entry in this area. As for the current world economy, we have been fortunate that our solution is as an enabler for many different market segments. Gaming market in particular has been a bright spot for us, and we expect to be growing significantly in 2009 and we are expecting to be hiring both here in Taiwan and in US.

(DigiTimes) According to my rough understanding on InvenSense, your gyro uses wafer-level packaging to combine between one ASIC and one MEMS. In that case, if any of your competitors use pure CMOS for MEMS and ASIC, they would have lower cost products. Any comment on this? How to overcome the competitions?

(Steve Nasiri) As I said earlier, MEMS technology is very diverse and there is no one approach to all various products. We believe our fabrication platform is the most cost effective and most appropriate for MEMS inertial sensors. To my knowledge there is no such process as, "pure CMOS MEMS". Surface micromachining is generally been advertised as more CMOS compatible process by utilizing many of the same tools as available for fabrication of CMOS. However, all of the processes required for doing the MEMS portion are totally different recipe and cannot be processed simultaneously at the same step. Still requiring very costly process development of the entire MEMS layer that will require all different masking layers generally processed after completion of all the CMOS layer and end up adding 7 to 8 additional masking layers. The pure surface micromachining technology combined with CMOS on the same silicon has been around since early 80s and to my knowledge there is only one company that has commercialized it, and they have not been able to demonstrate a broad usage and/or an unfair cost advantage over any other technology. Surface micromachining generally has been associated with stiction and extreme environmental handling and controls.

(DigiTimes) Why do you think there is so much interested in MEMS market today, as every semiconductor company, no matter in Europe, America or Japan, is showing a big interest in MEMS market?

(Steve Nasiri) The whole world is going digital; the challenge with this is a move towards smaller and smaller geometries. Only those that have the investment capability to participate in such technology path will survive in the future. For consumer market, digital, more integration, more features, and smaller means eventually all functions get integrated into the main application processors. This has been the trend in the handset, video, digital cameras, and every other consumer product. Sensors are one of the few analogue functions remaining that cannot be integrated into the main application processor for foreseeable future. MEMS sensors and devices represent an opportunity for some of these fabs to convert to mixed signal and provide the circuitries that sensors and MEMS devices need.

About InvenSense

InvenSense is the leading provider of motion processing products for mobile consumer applications, with proven technology and products shipped in millions of units monthly to companies worldwide. The company's patented motion processing technology and Nasiri-Fabrication platform address the emerging needs of many mass-market consumer applications such as gaming, image stabilization, remote controls, and handsets that require improved performance, enhanced features, and new and more intuitive motion and gesture-based user-interface solutions. InvenSense is a privately held company with headquarters located in Sunnyvale, California. More information can be found at <http://www.invensense.com>.

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