# PixArt News

## PixArt Imaging joins ARM mbed to enable optical sensing in IoT devices

Santa Clara, CA – Jan 5th, 2016

PixArt Imaging Inc, a leading provider of CMOS Optical Smart Sensing solutions, today announces its participation in the ARM® mbed™ IoT Device Platform, to enable optical sensing for the Internet of Things (IoT) and smart devices.

The explosive adoption in smart devices like smartphones has propelled innovative technologies in the communication space. The affordability and easy access to data in this multimedia age is now propagating into IoT devices which allows connectivity, not only in the enterprise sector, but also in the consumer markets. From smart home devices to the concept of smart city, IoT connected devices are projected to surpass the combined number of PCs, smartphones, tablets, connected cars and wearables in 2019, according to BI Intelligence.[1]

"By joining ARM mbed, PixArt Imaging is enabling developers to be able to integrate optical image sensing as an intelligent means for detection." Said Sen Huang, CEO of PixArt Imaging. "With the increasing use of optical sensing in machine vision, we believe that intelligent vision products coupled with the mbed IoT Device Platform, will fuel optical sensing innovations in IoT and smart devices that have previously been unattainable."

The ARM mbed IoT Device Platform simplifies and speeds up the creation and deployment of Internet of Things (IoT) products. The platform is built around open standards and will bring Internet protocols, security, standards-based manageability and application data into one integrated solution optimized for energy and cost-constrained devices. It is supported by the established and expanding mbed hardware and software ecosystem that will provide common building blocks for IoT devices and services. This platform will accelerate the growth of the IoT by enabling innovators to focus on value-add features and differentiation.

"A vital element in creating devices with human-like functionality is in how the digital data being gathered is transferred for analysis," said Zach Shelby, vice president of marketing, IoT business, ARM. "There must be a seamless and secure information flow and this is where the ARM mbed and PixArt relationship begins."

PixArt will launch its first mbed supported development boards for Gesture, Optical Track Sensor (OTS) and Heart Rate PPG sensor in January of 2016.

---

[1] BI Intelligence, John Greenough (April 14th 2015). "The 'Internet of Things' will be the world's most massive device market and save companies billions of dollars", Retrieved from http://www.businessinsider.com/how-the-internet-of-things-market-will-grow-2014-10

**About PixArt Imaging Inc.**
Headquartered from Hsin-chu, Taiwan, with offices in Silicon Valley, China, Japan and Malaysia, PixArt Imaging Inc. is a sensing and navigation company offering a broad selection of sensors and technologies to support today's complex human-machine interface designs. Founded in July 1998, PixArt specializes in CMOS image sensors, capacitive touch controllers and related imaging application development. PixArt has extensive experience in mixed-signal image processing design and systems development and is dedicated to developing novel technologies to bridge the human-machine interface barrier.

# # #

For media inquiries, contact:
Charles Chong, PixArt Imaging USA
(408) 501-6008 ext. 2215

**關於原相**
原相科技股份有限公司，成立於 1998 年 7 月，總部位於新竹，並有美國矽谷、日本、馬來西亞以及中國大陸等據點，致力於 CMOS 影像感測器及其他應用 IC 的設計、研發、生產與銷售。原相擁有豐富的類比 IC 設計、影像感測 IC 設計及影像處理 IC 設計經驗，目前已是全球 CMOS 影像感測器的領導廠商之一。