

PixArt: The silent technology leader in motion tracking

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Motion analysis is a key technology for numerous sectors such as automotive, industry and consumption. The Taiwanese company PixArt Imaging Inc. has mastered it in all its facets.



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Sen-H. Huang, CEO & President PixArt: "The special features of our technology include smart sensor SoC solutions with CMOS imagers, optics and proprietary algorithm engines."

(Image: PixArt)

The CMOS-based OTS sensors and sensor modules from Pix Art Imaging cover a wide range of applications: for example in applications for intelligent building and office automation, printing technology, measurement and control technology, human-machine interfaces, automotive technology, navigation, laboratory devices, wearables and VR gaming controller.

Sen-H. Huang, CEO & President of PixArt, is proud of his company and his employees: "Our core competence lies in image sensors for motion detection. Because sensors are the core of the senses in order to connect people, machines and the environment. The special features of our technology include smart sensor SoC solutions with CMOS imagers, optics and proprietary algorithm engines. "

PixArt specializes in CMOS image sensors and navigation-related integrated chip designs and offers a wide range of sensor products and services for complex human-machine interaction. The

company is headquartered in Hsinchu / Taiwan and has branches in Silicon Valley, Malaysia, [China](https://www.elektronikpraxis.vogel.de/china-bigfund/) [<https://www.elektronikpraxis.vogel.de/china-bigfund/>](https://www.elektronikpraxis.vogel.de/china-bigfund/), Japan, Korea and Denmark to provide targeted support to customers around the world.

Sen-H. Huang: "Thanks to our leading position in navigation devices, we are well positioned for PC games and peripheral devices and are expanding further into image processing with a focus on IoT, wearables, automation and automotive. We monitor each market segment very closely in order to align our solutions accord