

November 27, 2017

PI 9856 SM/Ma

Bosch acknowledged as CES 2018 Innovation Awards Honoree for BMA400 accelerometer Wearables to benefit from enhanced battery life

- ▶ Ultra-low power consumption combined with high performance
- ▶ Significantly enhanced battery life for always-on devices
- ▶ Integrated step counter for wearable applications
- ▶ Bosch booth at CES: Las Vegas Convention Center, Central Hall, #14028

Las Vegas – [Bosch Sensortec](#) today announced that it has received the title of “[CES 2018 Innovation Awards Honoree](#)” for its new BMA400 ultra-low power accelerometer designed for wearables and Internet of Things (IoT) applications in the Embedded Technologies category.

“The BMA400 offers an unrivalled combination of low power consumption, outstanding performance and advanced features, making it ideal for wearables,” says Dr. Stefan Finkbeiner, CEO of Bosch Sensortec. “I’m delighted that its value has been recognized through this prestigious award.”

The new accelerometer uses ten times less current than existing products whilst still delivering exceptional performance and significantly extends battery lifetime. This is a key feature in always-on wearable devices such as fitness bands, smart clothing, watches and activity trackers. Furthermore, the integrated ultra-low power step counter of the BMA400 makes it easy to add activity recognition into new types of wearables such as regular watches, cutting down development time and effort. For more information, please have a look at the [BMA400 video](#) and at the Bosch press release “[CES 2018 Innovation Awards for Bosch connectivity solutions](#)”.

The CES Innovation Awards are sponsored by the Consumer Technology Association (CTA)[™], the owner and producer of CES 2018, and have been recognizing achievements in product design and engineering since 1976.

Entries are evaluated by an expert panel on their engineering, aesthetic and design qualities, intended use/function and user value, unique/novel features present and how the design and innovation of the product directly compares to other products in the marketplace.

EXPERIENCE BOSCH AT CES 2018 in Las Vegas, U.S:

The demand for safety, security, energy efficiency, and convenience in cities is growing. These are just a few of the challenges that are resulting from growing urbanization. The key to overcoming them is intelligently connected cities – known as **smart cities**. In many places, such cities are already a reality: Bosch has a multitude of solutions that are helping to make cities smarter and improve quality of life for their residents. At CES 2018, Bosch is showcasing an expanded portfolio of “Simply.Connected.” solutions for everything from urban mobility and the connected working world to intelligent homes and buildings.

- **PRESS CONFERENCE:** Monday, Jan. 8, 2018, 8:00–8:45 a.m. (local time) at Mandalay Bay Hotel, Las Vegas Convention Center, Mandalay Bay Ballrooms BCD.
- **BOSCH BOOTH:** Tuesday to Friday, Jan. 9–12, 2018, in the Central Hall, booth #14028
- **FOLLOW** the Bosch CES 2018 highlights on Twitter: **#BoschCES**
- **PANELS WITH BOSCH EXPERTS:** More information to come – stay tuned!

Press photo: #1167093, #1257454

Contact:

Silvia Mayer
phone: +49 7121 35-18453

Contact person for press inquiries:

Christian Hoenicke
phone: +49 7121 35-35924

Bosch Sensortec GmbH, a fully owned subsidiary of Robert Bosch GmbH, develops and markets a wide portfolio of microelectromechanical systems (MEMS) sensors and solutions tailored for smartphones, tablets, wearable devices and IoT (Internet of Things) applications. The product portfolio includes 3-axis acceleration, gyroscope and geomagnetic sensors, integrated 6- and 9-axis sensors, environmental sensors, optical microsystems and a comprehensive software portfolio. Since its foundation in 2005, Bosch Sensortec has emerged as the MEMS technology leader in the markets it addresses. Bosch has been both a pioneer and a global market leader in the MEMS sensor segment since 1995 and has, to date, sold more than 8 billion MEMS sensors. More than every second smartphone worldwide uses a Bosch Sensortec sensor.

For more information, please visit www.bosch-sensortec.com, twitter.com/boschMEMS

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). The company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group’s strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and

services that are innovative and spark enthusiasm. In short, Bosch creates technology that is “Invented for life.” The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch’s global manufacturing and sales network covers nearly every country in the world. The basis for the company’s future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.

Additional information is available online at www.bosch.com, iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse