

2014 International CES

Bosch: Sustainability in a Connected World

Featured products highlight home, mobility and future innovations

Jan. 6, 2014

- ▶ Bosch booth, #20812 in South Hall One, features “Invented for life” products
- ▶ Unveils the BME280 sensor, world’s first integrated environmental unit that combines sensors for pressure, humidity and temperature in a single package
- ▶ Bosch, sponsor of first-ever CES Driverless Car Experience, showcases technologies that support the future of automated driving
- ▶ Bosch contributes \$70,000 and Bosch power tools worth \$10,000 to Habitat for Humanity for Illinois rebuilding efforts

LAS VEGAS – In today’s world, consumers stay connected as a way to monitor and enhance all aspects of their daily lives – from personal interactions, to home security, vehicle performance and more. As early as 2015, more than 6 billion devices will be connected to the Internet.

According to Werner Struth, chairman of Robert Bosch LLC and member of the Board of Management, Robert Bosch GmbH, some may be overwhelmed by the magnitude of change: “At Bosch, however, we feel that this is our time and we look forward to supporting consumers as they become ever more connected. The research we have done, the investments we have made and the people who are part of our team are ready for this challenge. CES is a great place to showcase what Bosch has to offer, today and into the future.”

Increasingly, consumer electronics are connected to the Internet as they provide data to the cloud. This is known as the Internet of Things and Services.

“The Internet of Things and Services makes it possible to network our know-how in a way that was unimaginable only a few years ago,” Struth said. “It will give rise to new solutions that offer a better quality of life. However, this opportunity also involves a challenge: Networked technology in this connected world must not become more complex, but rather simpler.”

To that end, Bosch Sensortec announced today its new BME280 sensor, the first integrated environmental unit that combines sensors for pressure, humidity and temperature in a single package.

Measuring just 2.5 millimeters on each side, this state-of-the-art sensor was developed to support a broad range of high-performance applications, such as

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indoor navigation, home automation control, personalized weather stations, innovative sport and fitness applications, and telemedicine. For the past 20 years, Bosch has been recognized as a leader in producing micromechanical sensors or MEMS technology. In fact, Bosch produces more than one billion micromechanical sensors annually.

At the 2014 International CES, Bosch will demonstrate how its products make sustainable lives more attainable in today's connected world.

Automotive Technology: Taking driving to the next level

Automotive Technology, Bosch's largest business sector, strives to make driving safer and cleaner, as well as more economical, comfortable and convenient through its wide variety of advanced technologies.

For example, Bosch's Power Max is the company's newest electric vehicle (EV) charging station. At a price of \$449, the Power Max is nearly half the cost of most Level 2 charging stations and charges twice as fast as Level 1 charging stations. The end result is more affordable technology that allows EV drivers to get on the road faster. The charging station is only one of the many sustainable automotive products Bosch offers. A secondary booth dedicated to Bosch Electric Vehicle Solutions, #428 in the Go Electric Drive space in North Hall, features the Bosch portfolio of charging solutions.

With much attention on autonomous driving and speculation on when it will be widely available, Bosch produces several technologies that, in fact, enable autonomous vehicles. The company is taking significant steps toward developing systems that support fully automated vehicles through its many active safety technologies, including automatic park assist, emergency braking and much more. These technologies are featured at CES's Driverless Car Experience, sponsored by Bosch. The Driverless Car Experience will be held at the Gold Plaza, located outside of North Hall at the Las Vegas Convention Center (LVCC).

From home to any travel destination, Bosch makes products to enhance quality of life. But, the commitment to sustainable living does not stop there: Bosch strives to make a positive impact in communities across the U.S.

Community: Giving back to where we live and work

Bosch was founded on the principle that companies and their associates have responsibility to give back to the communities in which they live and work.

The Bosch Community Fund and Robert Bosch LLC are contributing \$70,000 to Habitat for Humanity to be used for rebuilding efforts in Peoria, Ill., after devastating tornadoes hit the area in November. In addition, the Robert Bosch Tool Corporation is donating power tools worth \$10,000 to Habitat for Humanity in Peoria.

The Bosch Community Fund, a U.S.-based foundation established in September 2011, awards up to \$3 million annually in grants to various 501(c)(3) organizations and educational institutions. The Bosch Community Fund focuses primarily on the enrichment of science, technology, engineering and math education and the advancement of environmental sustainability initiatives.

From helping with disaster efforts, to supporting academic institutions, Bosch strives to make a positive difference.

Other activities at CES in which Bosch is involved, include:

- The Driverless Car Experience also will feature a panel session, “Road to Driverless Mobility,” exploring the market, technological and regulatory milestones on the road to making autonomous driving a reality. Dirk Hoheisel, member of the Board of Management of Robert Bosch GmbH, will be speaking on Tuesday, Jan. 7, at 3 p.m. in the North Hall of the LVCC, Room N262.
- CEO of Bosch Sensortec, Stefan Finkbeiner, will be speaking at the “Road to Driverless Mobility” event on Wednesday, Jan. 8, at 2:25 p.m. on the topic of hardware-software co-designs and the secret to sensor fusion during the “MEMS Sensor Fusion – Revolutionizing the Internet of Things” panel in the LVCC, North Hall room N261.

For more information on Bosch’s involvement at CES, visit <http://bit.ly/boschpresskit>.

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About Bosch:

In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket solutions, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, solar energy, healthcare telemedicine and software solutions. Having established a regional presence in 1906, Bosch employs nearly 24,600 associates in more than 100 locations, with consolidated sales of \$10.6 billion in fiscal year 2012. For more information, visit www.boschusa.com, www.bosch.com.mx and www.bosch.ca.

The Bosch Group is a leading global supplier of technology and services. In fiscal 2012, its roughly 306,000 associates generated sales of \$67.5 billion. Since the beginning of 2013, its operations have been divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some \$6.1 billion for research and development in 2012, and applied for nearly 4,800 patents worldwide. The Bosch Group's products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life." Additional information is available online at www.bosch.com and www.bosch-press.com.

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