

InvenSense to Expand International Presence at Dubai Silicon Oasis

Press Release



Left to right Ray Milhem - Hamid Najafi.

US-Based Company to host a team of software engineers to develop product applications in Region's Premier Innovation Hub

Dubai: 19th October, 2010 - Dubai Silicon Oasis (DSO), the region's premier integrated innovations hub for high-technology industries, today announced InvenSense, Inc., the leading provider of MEMS-based motion processing solutions for consumer electronics, established its international sales headquarters within the integrated technology park.

Based in the US, InvenSense is dedicated to bringing MEMS motion processing solutions to market that have best-in-class size, performance and cost. This includes integrated MotionProcessors for consumer electronics applications used in such products as console and portable video gaming devices, handset and tablet devices, digital still and video cameras, digital television and set-top box remote controls, 3D mice and portable navigation devices.

InvenSense sales headquarters at Dubai Silicon Oasis will manage sales and support operations outside the US, including the company's current operations in Taiwan, Japan and South Korea. It will also host a team of software engineers to develop product applications and to provide support to customers.

Ray Milhem, Chief Technology Officers of Dubai Silicon Oasis Authority, said: "The innovative technologies of InvenSense have seen widespread adoption in numerous devices including the latest mobile phones and game consoles. A forerunner in their field, we are delighted that InvenSense has made DSO a location of choice for their international sales headquarters."

"Since its inception, Dubai Silicon Oasis has witnessed a spectrum of industry leaders setting up their regional and international headquarters at the hub. With our portfolio indicating further growth, we are gearing up to attract more companies keen to benefit from the favourable business environment, free zone benefits and technological infrastructure at DSO. Our offering provides a platform for technological innovation and growth, and we are confident our business partners will grow with us in the future," Ray added.

Dr. Hamid Najafi, General Manager of InvenSense International, said: "Our current international growth complements our establishment in Dubai Silicon Oasis. We will be closer to our customers in Asia as well

as Europe in both time zone and distance."

A wholly-owned entity of Dubai Government, Dubai Silicon Oasis operates as a free zone technology park for the semiconductor, microelectronic and other high technology-based companies looking to set up their regional headquarters and R&D.

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About InvenSense

InvenSense is a leading provider of intelligent motion processing solutions that enable a motion-based user interface for consumer electronics. The company's patented MotionProcessing platform and Nasiri-Fabrication process address the emerging needs of many mass-market consumer applications such as gaming, image stabilization, remote controls, and handsets that require improved performance, high level of integration and enhanced motion processing features including new and more intuitive motion and gesture-based user-interface solutions. InvenSense is based in Sunnyvale, California. More information can be found at <http://www.invensense.com>.

About Dubai Silicon Oasis

Dubai Silicon Oasis Authority (DSOA), a 100% owned entity by the Government of Dubai is a free zone, strategically placed on the Emirates road. DSOA's urban master-planned community spans 7.2 square kilometers of state of the art office towers, R&D and industrial zones, educational institutions, luxury apartments, villas, hotels, healthcare and a full range of lifestyle facilities which translate into a dynamic commercial and social environment. Businesses can flourish under the unrivalled package of incentives, including 100% ownership, and high end IT infrastructure that allows companies to begin operating immediately. Visit us at www.dso.ae

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Article originally published by [Press Release](#) 19-Oct-10

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