

PRESS RELEASE

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FOR INFORMATION CONTACT

MR. ROGER H. GRACE, PRESIDENT
ROGER GRACE ASSOCIATES
109 Greenfield Ct.
Naples, FL 34110
Tel: 239-596-8738

Email: rgrace@rgrace.com

ROGER GRACE ANNOUNCES FINAL AGENDA FOR PRINTED/FLEXIBLE/STRETCHABLE (P/F/S) SENSORS FOR WEARABLES AND IOT APPLICATIONS SYMPOSIUM AT SENSORS EXPO 2016

Sensor Marketing Expert Organizes and will Chair All-Day June 21 Preconference Symposium

Naples, FL –May 25, 2016--- Roger Grace, President of Roger Grace Associates, the leading marketing consultancy specializing in Sensors and MEMS has organized and will chair a full-day technical symposium on Tuesday, June 21 at Sensors Expo & Conference. The symposium will address Printed/Flexible Stretchable (P/F/S) Sensors from an Internet of Things (IoT) and wearable applications perspective. Mr. Grace will be joined by 15 other world recognized leaders in the P/F/S sensors and electronics area representing organizations from the US, Europe and Asia who will present information on current research and development activities, and application opportunities for P/S/T sensors and P/S/T Sensor-based systems. Mr. Grace will also make an introductory presentation entitled, “Printed/Flexible/Stretchable Sensors for IoT and Wearables” which will address commercialization and monetization issues. The exhibition and technical conference will take place at the McEnergy San Jose California Convention Center from June 21-23, 2016.

Mr. Grace stated, “This all-day symposium is a key and integral part of my “evangelization” of P/F/S sensors. It was developed to help inform and educate the technical, technical management, and business community of the major significance of P/S/T sensor-based technologies and their enabled far- reaching opportunities in IoT and wearable applications from both a current and future perspective. Attendees will be provided with presentations from representatives of leading international organizations representing the entire ecosystem of P/S/T sensors, from research and development to manufacturing, who are in the forefront of bringing new and unique P/S/T technologies to the market. Several speakers from leading international research and development organizations and universities will address their efforts on device development and integration issues and future application opportunities. My presentation will

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address the current and future opportunities for P/F/S sensors and the necessary requirements for them to become commercially viable. I will address barriers to the successful commercialization and strategies resulting in monetization of P/S/T sensors strategies from perspectives including integration, infrastructure and manufacturing. We expect the attendee to leave the session with a good knowledge of where we have come from, where we are, where we're going, and what they need to do to help create a more commercially viable P/S/T sensor industry as well as where they can participate in exploiting current and future major application opportunities for P/S/T sensors." He concluded, "This Sensors Expo 2016 precon symposium has, to the best of my knowledge, the most highly concentrated and expansive effort to date to exclusively address the topic of P/F/S sensors."

Mr. Cal Groton, Show Director for the Sensors Expo & Conference said, "We decided early on in the creation of the Sensors 2016 Pre-Conference program to address IoT and wearables because of its current and future importance in the sensors space. Our decision to bring Roger Grace aboard to develop and chair this symposium was an easy one based on Roger's well-deserved reputation in the industry as the sensors marketing consultant "guru" in addition to his long and successful track record of developing over 25 successful technical conference sessions, many here at our event, Sensors Expo. We are truly gratified that Roger's selection of speakers demonstrates the intent of our exciting conference...that being informing and educating the engineering community as to the power and capability of sensor technology to solve application opportunities. We are looking forward to very successful technical sessions, exhibit floor and especially Roger's star-studded array of speakers in our pre-conference program".

The symposium's morning keynote entitled, "Novel Hybrid Sensor Systems" will be presented by Janos Veres Ph.D. of PARC. The symposium's afternoon keynote entitled, "Fiber-and Fabric-Based Devices for Energy Conversion and Sensing Applications" will be given by Professor Max Shtein of the University of Michigan. The keynotes were selected to highlight two of the more interesting and exciting topics in the P/F/S space.... fabric electronics/sensors and hybrid systems integration. The US DOD has recently awarded major contracts to organizations to move these two important technologies forward. Headed by MIT, the Advanced Functional Fabrics of America (AFFOA) Program received \$75 million in funding matched with \$242 from many participating organizations in late April, 2016. In August 2015, the FlexTech Alliance received \$75 million from DOD with matching grants of \$96 million from organizations to create and manage a flexible hybrid electronics facility in San Jose California.

ABOUT PRINTED/FLEXIBLE/STRETCHABLE SENSORS

The availability of sensors that can take the shape and work reliably in their imposed complex and demanding working environment has existed for quite some time. Interlink Electronics and Tekscan introduced their flexible sensor product lines in the mid-80's. With the recent popularity of IoT and wearables, create the need for low-cost single or multiple sensors per system that are small, lightweight and low- power consuming that also can conform to the shape of and survive the environment in which they must operate and are becoming essential. This is especially relevant in the creation of measurement systems which typically rely upon several sensors and their accompanying microcontroller/embedded sensor fusion algorithms that make them "smart" and enable them to address a myriad of IoT applications including environmental/pollution monitoring including air, water, soil and food; fitness; health /eHealth monitoring; agriculture and other applications supporting the "four pillars" of Abundance – the solution

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being printed/flexible/stretchable sensors and associated electronics and packaging. Recent estimates report the total market for printed/flexible sensors to be \$8 billion of the \$340 billion flexible electronics market by 2025. With expected unit average sales prices (ASPs) of approximately \$0.01 by 2025, this translates into an annual 800 billion unit volume market and certainly qualifies as a significant constituent of the trillion sensors initiative.

ABOUT ROGER GRACE ASSOCIATES

Roger Grace Associates, founded in 1982, is located in Naples, Florida and provides comprehensive strategic marketing consulting and marketing communications services to domestic and overseas high-technology-based clients, from startups to Fortune 500's in addition to government agencies. The firm specializes in conducting market research leading to the creation, development and execution of positioning, branding and actionable market strategies for its clients in the successful commercialization of technology for the sensors, MEMS, Nano, semiconductor and semiconductor equipment markets. For more information please visit www.rgrace.com.

ABOUT SENSORS EXPO

Sensors Expo & Conference is North America's premier event focused exclusively on sensors and sensor-integrated systems and is widely known as the world's largest and most important gathering of engineers involved in sensor systems. The conference program is dedicated to exploring the most up-to-date innovations in sensor technology in tracks including energy harvesting, flexible and wearables, IoT, measurement and detection, MEMS and sensors, novel sensor applications, optical sensing and detection sensors and embedded systems design and wireless. Sensors Expo & Conference identifies cutting-edge trends, explores them in an information-packed conference program and reflects those trends throughout the exhibit floor with new product announcements, application presentations, technology focused tours and a showcase of hundreds of products and services.

In its 31st year, Sensors Expo returns to a Silicon Valley venue after a nearly 15 year hiatus. To take place at the McEnergy Convention Center in downtown San Jose from June 21-23, 2016, its expected attendance of over 5,000 will provide the opportunity for attendees to visit close to 300 exhibitors, attend five all-day precon sessions and 55 technical sessions. For more information, please visit www.sensorsexpo.com.

Editor's Note: Editors are invited to attend Sensors Expo 2016 free of charge. Please visit www.sensorsexpo.com/media to submit your press credentials. A detailed agenda of the session is attached for your convenience. Abstracts, bios and photos of the presenters are available online at www.sensorsexpo.com/education.