



FOR IMMEDIATE RELEASE:

Using IMUs & sensor fusion to unlock smarter motion sensing

Hillcrest Labs and Yole Développement to host live webcast - Register today, click: [LINK](#)

March 26 at 9:00 AM PDT | 12:00 PM EDT | 5:00 PM CET

LYON, France – March 14, 2019: [Hillcrest Labs](#), an InterDigital, Inc. company (NASDAQ: IDCC), and [Yole Développement \(Yole\)](#) have announced a free webinar on how to unlock the power of using IMUs (inertial measurement units) to deliver smarter motion sensing.

Webinar program and registration can be found here: [LINK](#)

Today, sensors are nearly everywhere, and requirements are becoming more and more demanding. It isn't a stretch to say that the sensors of the future, when augmenting our reality with smart devices, can greatly improve our daily life.

For applications such as robotics, AR/VR, 3D audio, handheld motion control and attitude alignment, IMUs are a great sensor choice. However, making the raw output from multiple sensors work together to create meaningful information and great user experiences is not as simple and straightforward as it might seem. The industry needs to pursue the development of sensors and intelligent sensor fusion in order to facilitate this connected future.

On March 26 at 12:00 PM EDT, Hillcrest Labs and Yole will host a live webcast to discuss the typical challenges of working with IMUs, ranging from the sensors themselves to the impact of environmental factors and how to account for them.

The webinar will cover the types of applications that can use motion sensing, how IMUs solve common motion problems, and the importance of qualifying sensors and how to do it properly. The webinar will dive into common sensor anomalies, and the challenges of developing sensor fusion to bring all the data into focus.

What applications can use motion sensing? How can an IMU be used to solve motion problems? What are the common anomalies found in sensors and the environmental factors that need to be addressed? What are the challenges of sensor fusion? What is the importance of qualifying sensors? Make sure to be part of this event to discover Hillcrest Lab's expertise and register today: [LINK](#)

USING IMUs AND SENSOR FUSION TO UNLOCK SMARTER MOTION SENSING

FREE WEBCAST

March 26th, 2019
5:00 PM CET
9:00 AM PDT

Organized for
hillcrestlabs.
an interdigital company

YOLE
Développement

Hosted by
Micronews
Turn knowledge into value

“We are pleased to welcome Hillcrest Labs’ team for a one-hour live webcast,” says **Guillaume Girardin, PhD., Division Director Photonics, Sensing & Displays at Yole.** “This event is an opportunity to learn about and discuss the development of smart inertial solutions. IMUs and sensor fusion are an integral part of numerous applications, from robotics to AR/VR.”

“We have spent more than 15 years focused exclusively on solving the challenges of motion sensing and sensor fusion, to help companies develop or enhance their products and get to market quickly,” says **Chad Lucien, President, Hillcrest Labs.**

Featured speakers:

- Charles Pao, Senior Technical Marketing Specialist, Hillcrest Labs
- Steve Scheirey, Head of R&D, Hillcrest Labs

Guillaume Girardin from Yole, will moderate this event.



ABOUT HILLCREST LABORATORIES

Hillcrest Laboratories, a subsidiary of InterDigital, Inc. (NASDAQ: IDCC), is a leading global supplier of software, components and intellectual property to enable the intelligent use of sensors in consumer electronics, robotics and IoT devices. For more than 15 years, Hillcrest has delivered innovative solutions that combine sensors and sensor fusion technology to power a wide variety of consumer electronics, as well as commercial and industrial products. Hillcrest’s advanced sensor fusion technology transforms human and machine movement into high-quality, application-ready information that enables developers and manufacturers to create everyday products that work with precision. Today, Hillcrest’s proven MotionEngine™ sensor fusion software is used in a wide variety of applications, including robotics, virtual reality (VR), augmented reality (AR), 3D audio, and handheld motion controllers.



ABOUT YOLE DEVELOPPEMENT

Founded in 1998, Yole Développement (Yole) has grown to become a group of companies providing marketing, technology and strategy consulting, media and corporate finance services, reverse engineering and reverse costing services and well as IP and patent analysis. With a strong focus on emerging applications using silicon and/or micro manufacturing, the Yole group of companies has expanded to include more than 80 collaborators worldwide covering MEMS and image sensors, Compound Semiconductors, RF Electronics, Solid-state lighting, Displays, software, Optoelectronics, Microfluidics & Medical, Advanced Packaging, Manufacturing, Nanomaterials, Power Electronics and Batteries & Energy Management.

The “More than Moore” market research, technology and strategy consulting company Yole, along with its partners System Plus Consulting, PISEO and KnowMade, support industrial companies, investors and R&D organizations worldwide to help them understand markets and follow technology trends to grow their business.

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