



MEMSentry is an original bulletin about MEMS, written by **Jean Christophe Eloy, General Manager & Founder of Yole Développement**, Jean Christophe is involved in the marketing of micro and nano-technology for more than 10 years.

Jean-Christophe Eloy has been 6 years manager of the marketing department of CEA/LETI (Grenoble, France), applied R&D organization involved in the semiconductor, MEMS and instrumentation fields. He then created the semiconductor department at Ernst & Young and worked as senior manager for the development of European activities. In January 1998, J.-C. Eloy founded Yole Développement company.

About MEMSentry content

Each month, Jean Christophe Eloy selects the most important news and completes them with a specific analysis in the “**latest news analysis**” part of the bulletin. He highlights the main aspects of the latest news, with a particular focus on industrial strategies, new applications, industry changes...

“What happened and why?”

Presentation of the evolution of the different industrial companies, latest changes and Yole analysis on the impact on the industry

“Latest financial and investment rounds”

MEMSentry presents the latest investments or M&A in MEMS companies, new venture rounds...

Specific Analysis

Each month Jean Christophe Eloy in coordination with Yole team of analysts covers in details one **application** and one **company of the MEMS industry**:

- “**Application analysis**”: in each issue, we analyze a specific MEMS application. We provide market data and present the strategy of the main players involved in this market
- “**Company’s analysis**”: in each issue, we analyze and scan a specific company (technologies, products, future developments, finance...) involved in the MEMS industry

This bulletin is translated into Japanese each month and published by Nikkei Microdevices (Nikkei Business Publishing Group).

Information on past issues’ content

- **Companies that were thoroughly described in MEMSentry**: Tronic's Microsystem, Bosch, DALSA, VTI, MEMSCAP, Matsushita Electric Works, InvenSense, Discera, SiTime.
- **Applications that were thoroughly described in MEMSentry**: 3D acceleration sensor for mobile phones, gyroscope program for electronic stability, MEMS foundries, MEMS based displays, MEMS based oscillators, MEMS based optical modules for mobile phones, FBAR, MEMS market in Japan, DRIE technology and players
- **Organisations quoted in MEMSentry issues**: Acacia, Akustica, Analog Devices, ASML, Bain, BSAC, Caliper, Cavendish Kinetics, CEA-LETI, Consense Technology, Continental, Dalsa, Discera, Elmos Semiconductor, Endevco, EVG, First Technology, Fluidigm, Freescale, Hitachi Metals, Honeywell, IMT, INEX, In-Q-tel, Knowles, LAM Research, Liquavista, Magnolia Broadband, MEMSCAP, MEMX, Micralyne, Microbridge Technologies, Microfabrica, MicroParts, Microsens, Minatec, Miridia, Moebius, Motorola, MSI, Murata, Nanonex, Neostones, Olympus, Perpetuum, Philips, Planoptik, PVA TePla, Qualcomm, Radant, Rhevision, Robert Bosch, SAES Getter, Sanyo, Schneider Electric, SemeFab, SiClocks, SiGen, Siimpel, Silmach, Soitec, Sonion MEMS, Sony, Sphere Medical, Standford, STM, STS, Süss Microtec, Tokyo Electron, Tessera, Texas Instrument, Tohoku University, Tracit, Tronic's Microsystems, Uni-pixel, Varioptic, Wacoh, Xcom...

About Yole Développement

Many figures we provide in MEMSentry are directly taken from our reports. Yole development releases around 15 reports per year on MEMS, compound semiconductors and microfluidics.

These reports are based on the 1,500 industrial interviews, we conduct each year (on average 30 interviews every week, since 8 years) in the MEMS industry from sensor manufacturers to system integrators, investors, equipment and materials suppliers ... All our analyses are updated regularly (on a monthly basis) in order to provide our customers with the best available data and the most accurate analysis of technology, business trends, markets as well as existing & emerging applications

Yole Développement with 18 consultant team is a market research and strategy consulting company, world leader in the analysis of MEMS markets.

Yole Développement offers a range of different services for companies and investors involved in the MEMS markets:

- **Market research and marketing analysis**
- **Assessment/re-building of business plan**
- **Assessment of market/technology strategies**
- **Comparison of a specific industrial infrastructure to the market leaders**
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- **Definition and implementation of exit or acquisition strategies**

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