

# EDACAFÉ

## MSEC 2021 to Highlight Leading-Edge MEMS and Sensors Innovations as IoT Spending Surges – September 14, 2021

*Event to Explore Opportunities in Medical, Space Exploration, Telecommuting, Community Infrastructure, and Other Growth Markets*

**MILPITAS, Calif. – September 14, 2021** – Returning to a live format, [MEMS and Sensors Executive Conference](#) (MSEC 2021) will gather industry visionaries and experts October 11-13 at the Coronado Island Marriott Resort in San Diego for insights into the latest trends and innovations in sensorization for growth markets including medical, fitness, connected communities, environmental and air quality, and wearables. [Registration](#) is open for MSEC 2021, hosted by the [MEMS & Sensors Industry Group](#) (MSIG), a SEMI technology community.

Internet of Things (IoT) spending is surging as digital transformation continues apace, creating new opportunities for MEMS and sensors innovations. The compound annual growth rate (CAGR) for IoT spending will reach 26.7% between 2022 and 2025 as the number of global IoT connections reaches a forecasted 31 billion, a tenfold increase from a decade ago, according to [IoT Analytics](#). The market research firm reports that in 2020, IoT connections for smart devices such as cars, home electronics and connected industrial equipment outnumbered non-IoT-connected electronics for the first time.



“Sensors are driving the widespread adoption of smart and connected IoT systems, which require unprecedented amounts of data,” said Dr. Tim Brosnihan, executive director of the SEMI MEMS & Sensors Industry Group. “By better monitoring the air we breathe, the water we drink, the food we eat, the health of our bodies and the safety of our surroundings, sensors continue to improve the quality of our lives.”

Themed *Sensorization: Enabling Better, Smarter Living*, MSEC 2021 will focus on technology solutions to pressing challenges in healthcare, the environment, resource management, transportation, and safety. The event will showcase components, software, and systems critical to MEMS and sensors innovations.

The health and well-being of all event exhibitors and attendees remains the top priority for SEMI. MSEC 2021 [health and safety guidelines](#) to protect against spread of COVID-19 will help provide a safe experience for all attendees on-site.â

### MSEC Keynotes



**Claude Jean**, executive vice president, general manager, Semiconductor, [Teledyne DALSA](#)

*Mars to Earth – Lessons from the Perseverance Rover in How Sensors Enable the Effort to Sense and Analyze Mars*





**Anton Hofmeister**, Analog MEMS & Sensors vice president,

MEMS Microactuators general manager, [STMicroelectronics](#)



*How MEMS Actuators Will Power Emerging Applications*



**Joshua C. Dorr, Ph.D.**, director, Advanced Sensors and Microsystems, [Honeywell](#)

*Sweating the Small Stuff: A Safer World Through Soft Target LiDAR* **Honeywell**

MSEC 2021 will also feature sessions on topics including the following:

- *Sensors for Better Living* with **Renesas Electronics Corporation, iSonoHealth, AdHawk Microsystems**
- *Sensors Expanding Our World* with **Teledyne Dalsa, STMicroelectronics**
- MEMS Speakers Product Showdown with **USound GmbH, xMEMS Labs**
- Industry Market Outlook and Emerging Trends with **McKinsey & Company, XFAB**
- Applications Trends for Connected Communities with **A.M. Fitzgerald & Associates**
- Innovation the the Voice of the Customer

#### **Networking Fun at MSEC 2021 – Ferry Ride, Sailing Ship Tour, Maritime Museum**

MSEC 2021 attendees will be able to network on-site at the event and during a group tour aboard a scenic ferry ride through [San Diego Harbor](#). The ride will be followed by a walk on the decks of the largest and oldest active sailing ship, [Star of India](#), and a tour of the [Maritime Museum of San Diego](#)'s renowned collection ranging from sailing and steam vessels to submarines.

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