

PRESS RELEASE

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ROGER GRACE ANNOUNCES FINAL SPEAKERS PROGRAM FOR PRINTED, FLEXIBLE, STRETCHABLE AND E-TEXTILE / SMART FABRIC SENSORS AT SENSORS CONVERGE 2023

MEMS/Sensor Marketing Expert Has Organized and will Chair All-Day June 20 Preconference Workshop

Bonita Springs, FL –March 28, 2023--- Roger Grace, President of Roger Grace Associates, the world's leading marketing consultancy specializing in sensors and MEMS, has organized and will chair a full-day technical workshop on Tuesday June 20, 2023 at the 38th Annual Sensors Converge (formerly Sensors Expo & Conference). The workshop ...” Printed, Flexible, Stretchable (P/F/S) and Functional/ E-Textile / Smart Fabric (ET/SF) Sensors and Sensor-Based Systems: Technology Launchpads to Enable Emerging Applications” will address current and future applications including Internet of Things (IoT) and wearables which have been enabled by these emerging technologies. Mr. Grace will be joined by nine other world recognized leaders in the P/F/S and ET/SF sensors and electronics area representing organizations who will present information on topics including currently available sensor products, current research and development activities, application opportunities and barriers to the commercialization of P/F/S and ET/SF sensors and sensor-based systems. Mr. Grace will also make workshop presentations introducing and overviewing the topics as well as in summarizing and providing a call to action to facilitate the successful commercialization of these technologies. The exhibition and technical conference will take place at the Santa Clara Convention Center in Santa Clara, California from June 20-22, 2023.

Mr. Grace stated, “This all-day workshop continues to be a key and integral part of my “evangelization” of Printed, Flexible and Stretchable and most recently E-Textile/Smart Fabric sensors and sensor-based systems. Its intent has been and continues to be helping inform and educate the technical, technical management, and business community of the major significance of these technologies and their enabled far-reaching opportunities in many applications especially in Internet of Things (IoT) and wearables from both a current and future perspective. Attendees will be provided with presentations from representatives of leading organizations representing the entire ecosystem of P/F/S and ET/SF sensors, from research and

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development to manufacturing, who are in the forefront of bringing new and unique P/F/S and ET/SF technologies to the market. Several speakers from leading research and development organizations and universities will address their efforts on device development and integration issues and future application opportunities. My presentation will address the current and future opportunities for P/F/S and ET/SF 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/F/S and ET/SF sensors strategies from perspectives including integration, infrastructure and manufacturing. We expect the attendee to leave the session with an excellent understanding 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/F/S and ET/SF sensor industry as well as where they can effectively participate in exploiting current and future major application opportunities for P/F/S and ET/SF sensors." He concluded, "This Sensors Converge 2023 preconference 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 and ET/SF sensors."

Ms. Charlene Soucy, *Senior Director, Sensors and Electronics* for Questex, the Sensors Converge conference management organization, said, "As a result of the immense popularity of Roger's several previous Sensors Expo/Converge workshops on a similar topic, we asked him to return and organize another workshop to support our 2023 preconference program. We decided early on in the creation of the Sensors Converge 2023 Pre-Conference program to address these technologies because of their current and future importance and in their enabling capability to create extensive application opportunities in the sensors space. Our decision to bring Roger Grace aboard to develop and chair this workshop was an easy one based on Roger's well-deserved reputation in the industry as the sensors preeminent marketing consultant "guru" in addition to his long and successful track record of developing over 25 successful technical conference sessions, many here at our Sensors Expo/Converge events. 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 importance and enabling nature of sensor technology to meet current and future application opportunities. We are looking forward to very successful technical sessions, exhibit floor participation and especially Roger's star-studded array of speakers in our pre-conference program".

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,

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soil and food; fitness; health /eHealth monitoring; agriculture and other applications supporting the “four pillars” of Abundance – the solution being printed/flexible/stretchable sensors and associated electronics and packaging. Recent estimates report the total market for printed/flexible sensors to grow from \$9.2B in 2022 to \$120B in 2026 and the functional fabric sensor market to grow from \$3.8B in 2022 to \$6.8B in 2026. This is part of the flexible, printed and organic electronics market which is estimated to grow from \$51B in 2022 to \$68B in 2027. With an expected unit average sales prices (ASPs) of approximately \$0.01 by 2025, this constitutes a significant market opportunity.

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 ROGER GRACE ASSOCIATES

Roger Grace Associates, founded in 1982, is located in Bonita Springs, 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 CONVERGE

Sensors Converge (www.sensorsconverge.com), formerly known as Sensors Expo & Conference, got its start 38 years ago bringing together the design engineering community to network, share ideas, and define the future roadmap for the sensors industry. Sensors Converge is part of the Fierce Technology Group, a division of Questex, which also produces the Embedded Technologies Expo & Conference, Autonomous Technologies Conference, Medical Technologies Design Conference, Best of Sensors Awards, Fierce Electronics, Fierce Sensors, Fierce AutoTech, and Fierce EmbeddedTech, as well as daily content and newsletters on Fierce Electronics at www.fierceelectronics.com.

Editor's Note: Editors are invited to attend Sensors Converge 2023 free of charge. Please go to the Sensors Converge website www.sensorsconverge.com to register and request a press pass.