



# NEWS RELEASE

Knowles Electronics, LLC • 1151 Maplewood Drive • Itasca, Illinois 60143  
Main: 1.630.250.5100 • Fax: 1.630.250.0575 • [www.knowles.com](http://www.knowles.com)

## For Immediate Release

### CONTACT:

Teresa Bosch  
Knowles  
[teresa.bosch@knowles.com](mailto:teresa.bosch@knowles.com)  
630-250-5935

## Knowles KJ-33000 MEMS Joystick Named Product of the Year by *Electronic Products Magazine*

*KJ-33000 MEMS Joystick Garner Award for Innovative Advancement in Mobile Devices*

Itasca, IL – January 5, 2012 – Knowles, a global leader in micro acoustics and MEMS technology, today announced it was honored with an *Electronic Products*' Product of the Year award for its KJ-33000 MEMS Joystick. The editors of *Electronic Products* – a leading trade publication for electronic design engineers – evaluated thousands of products launched in 2011. The winning products were selected on the basis of innovative design, significant advancement in technology or application and substantial achievement in price and performance. The KJ-33000 MEMS Joystick demonstrated success in Sensors & Transducers by enhancing the user experience in navigating, scrolling and playing games on handheld devices.

"It's no surprise that one of the more popular pastimes for the owners of smartphones and tablets is playing electronic games...and serious gamers are eager to embrace mobile technology too. The problem is, the touch interface such devices rely on is awkward; your fingers are likely to get in the way of the action, said Richard Comerford, editor of *Electronic Products*. "Enter the KJ-33000 from Knowles Acoustics — an ultra-low-power MEMS-based joystick in a package that's only 9.8 x 9.8 x 1.6 mm [that gives] the user the feel of a real stick with 360° variable-speed scrolling and navigation."

Commenting on the award, Angelo Assimakopoulos, Senior Director of New Business Development at Knowles, said, "We are honored to receive this prestigious industry award for our patent-pending MEMS joystick, which is a reflection of the hard work undertaken by our development team to create a miniaturized interface device and diversify our product portfolio."

The 2011 Product of the Year Awards were announced in the January 2012 issue of *Electronic Products* with a cover feature and a brief description of each product. Additionally, the winning products appear on *Electronic Products*' website <http://www2.electronicproducts.com/productyear.aspx>.

2011 marks the 36th annual *Electronic Products*' "Product of the Year" Awards, which recognizes the best products in the industry.

**About Knowles** – Founded in 1946, Knowles Electronics is the leading global supplier of advanced micro-acoustic and human interface solutions, including hearing aid components, MEMS microphones as well as dynamic speakers and receivers. Providing unique technology expertise and a broad product portfolio Knowles serves the markets for hearing health, mobile communications, consumer electronics, and professional audio. Headquartered in Itasca, USA, Knowles has more than 6,000 employees in 16 locations worldwide. For more information visit the Knowles website at [www.knowles.com](http://www.knowles.com). Knowles is owned by the Dover Corporation, a multi-billion dollar diversified producer of innovative equipment, specialty systems and value-added services. Visit [www.dovercorporation.com](http://www.dovercorporation.com) for more information.

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