

For immediate release

## **TAIYO YUDEN Consolidates Its Electronic Components and Complex Devices Range to Meet Market Needs for High Reliability Applications**

*1,300 Newly-released Items as AEC-Q200 Qualified Products*

TOKYO, August 5<sup>th</sup>, 2013 — TAIYO YUDEN CO., LTD. has established a high reliability category of electronic components to meet the pressing demands from the automotive electronic components, industrial equipment, and medical equipment. We have developed 1,300 electronic component items, including multilayer ceramic capacitors, inductors, and noise suppression components that meet the requirements of the high reliability electronic components market.

At TAIYO YUDEN, we see the need to focus on the markets of automotive electronic components, industrial equipment, and medical equipment. The demand for high reliability electronic components and combined modules has been increasing. With the advent of wireless communication functions and GPS (including telematics), proximity sensors and vehicle-mounted cameras, the automobile market has experienced a rapid increase in the number of electronic components and multi-functionalism. And, we continue to see demand growth for these components for medical equipment, communication infrastructure such as base station communication equipment, and industrial equipment such as factory automation equipment and industrial robots.

We have conducted stringent evaluation tests corresponding to AEC-Q200, a reliability testing standard for automotive electronic parts, for the 1,300 electronic component items that we are adding to our product offering. In particular, for our multilayer ceramic capacitors, we have successfully consolidated our line-up and these high-reliability products meet the severe demand characteristics and reliability requirements dictated by the automotive electronics market.

### **Technology Background**

The automotive electronics market is a market that has grown extensively, not only in developed countries but also in emerging countries. In order to pursue “safety, peace of mind, and comfort”, new functions such as telematics, as well as proximity sensors to measure the distance between vehicles, and vehicle-mounted cameras that can easily ascertain the situation in the immediate vicinity, are being installed in automobiles on a worldwide basis. Eco-cars, such as electric automobiles and hybrid cars, are growing in market share which contributes further to multi-functionality and advancement in technology for automobiles and a sharp increase in the number of electronic components needed in the market. As a result, with the increase in the number of ECUs mounted for control of each function, many electronic components have been installed with highly efficient power circuits in order to improve energy-saving performance.

The requirements of the electronic components installed in automobiles and industrial equipment include high reliability characterized by high temperature operation, long life, and high quality. TAIYO YUDEN’s super high-end products, which have taken full advantage of the advanced technical capabilities of TAIYO YUDEN, have cultivated a strong reputation in the consumer product market, and we are known for our reliable supply. Our high-tech cutting edge products drive technology in this market. We have commercialized items that satisfy the demand characteristics of high temperature operation, long life, and high reliability required by the high

reliability market.

In addition, with regard to complex devices, we are actively proposing wireless communication modules and power supply modules suitable for the high reliability market through various means, including installation of highly reliable electronic components made by TAIYO YUDEN.

We will also continue to sequentially expand the line-up of products in the high reliability category to respond to the needs of the market.

#### ■ Applications

Aimed at markets demanding high reliability, such as automotive electronics, like the infotainment system and body, comfort, etc., and also medical equipment, communication infrastructure equipment such as base station communication equipment, and industrial equipment used for factory automation equipment and industrial robots.

■ For details on the line-up of currently-released electronic components, please refer to the “For High Reliability Application” section of the [Product Information](#) for “Capacitors”, “Inductors”, and “Noise Suppression Components”.

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[Inquiries about AEC-Q200 qualified products]

Our AEC-Q200 qualified products constitute a product line that has been tested based on the test conditions and methods of AEC-Q200. Please consult with us for the detail information and available AEC-Q200 test data. It is requested to approve our product specifications before ordering.

TAIYO YUDEN CO., LTD. Product Inquiries <http://www.yuden.co.jp/eu/contact/>