MEMSIC, Inc. Raises the Price/Performance Bar for IMU and VG Inertial Systems

ANDOVER, Mass., Aug. 15, 2011 (GLOBE NEWSWIRE) -- MEMSIC, Inc. (Nasdaq:MEMS), a leading developer of Inertial Systems for commercial, general aviation and military applications, today announced the release of its new 350-series family of inertial measurement units, Inertial Measurement Units (IMU350) and Vertical Gyroscopes (VG350).

The 350-Series IMU and VG products are targeted at UAV's, robotics, aviation and precision agricultural markets, achieving a range of 300°/sec. The 350 Series is designed for demanding environments, while offering truly cost-effective solutions.

These entry-level 350-series inertial systems establish a new price/performance level for field-proven high-reliability dynamic measurement systems. "We are very pleased to announce the release of the 350-series family of products," said Steve Tsui, Vice President of Worldwide Sales, Systems Business, MEMSIC Inc. "The 350-series inertial measurement systems incorporate the latest sensor technology in a compact form factor, enabling users to develop the next generation navigation systems."

Company Background

MEMSIC, Inc. (Nasdaq:MEMS), headquartered in Andover, Massachusetts, is a leading provider of MEMS sensor components, sophisticated inertial systems and leading-edge wireless sensor networks for diverse real world applications ranging from automotive, consumer, industrial and aerospace. Our proprietary approach combines leading edge technologies with mixed signal processing circuitry to provide an industry-leading level of application support.

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