



# Berkeley Sensor & Actuator Center

A National Science Foundation/Industry/University Cooperative Research Center

Directors: B.E. Boser, D.A. Horsley<sup>1</sup>, A. Javey, L.P. Lee, D. Liepmann, L. Lin,  
M.M. Maharbiz, C.T.-C. Nguyen, A.P. Pisano, K.S.J. Pister and M.C. Wu  
Founding Directors: R.S. Muller and R.M. White; Executive Director: J.M. Huggins  
University of California, Berkeley and <sup>1</sup>University of California, Davis  
Main Office: 403 Cory Hall, Berkeley, CA 94720-1774  
Tel: 510-643-6690 Fax: 510-643-6637 URL: <http://bsac.berkeley.edu>



January 8, 2013

Dear BSAC member,

In case you have not yet been properly introduced to MEMS BUSINESS Industry Group "MSIG", let me provide a brief introduction. MSIG is an international trade association focused on MEMS technology, markets, and business, with the mission to advance MEMS across global markets.

BSAC and MSIG cooperate and collaborate in a number of ways. Although their events are great opportunities for mixing, meeting, and making important contacts, there are other reasons for BSAC's interest in MSIG.

MEMS, with 10%-15% annual growth rates, has become a real growth engine for the entire semiconductor and electronics industries. Continued growth will be enhanced by progress in all elements of the MSIG supply chain from research and development to manufacturing to marketing. If we collectively identify and work on the right research problems and opportunities, the industry overall will benefit.

MSIG represents a strong and well organized industry group for identification and advocacy for issues affecting the MEMS industry. Their proactive role in education through conferences and webinars helps the entire industry identify opportunities for and limits to growth. Their international presence is strong in Europe and North America and is growing rapidly in East Asia.

As a neutral forum for collaboration, MSIG does not develop standards but provides resources and the audience and advocacy for standards efforts and have liaison with such groups as INEMI and IEEE. Very recently MSIG provided the connections among industry leaders Qualcomm and Intel, supported by Bosch, STMicroelectronics, and InvenSense to start cooperative efforts for revolutionary industry-wide standardization of terminology and specifications for inertial sensing devices. This effort will lead to interface and information standardization. MSIG members have access to this type of community-enabled collaboration.

MSIG does not have academic (University) memberships but actively partners with research universities and institutions such as BSAC for identification of research-sensitive barriers to growth and commercialization. They help us focus on the (commercially) important problems.

BSAC and MSIG have sponsored & jointly organized workshops and symposia and will be conducting several free technology webinars over the next year, dealing with critical topics that can either limit or enhance our growth as an industry.

Thanks for your consideration,

John Huggins  
Executive Director BSAC

For information on MSIG and membership, contact:

Monica L. Takacs  
Director of Marketing and Membership  
[mtakacs@memsindustrygroup.org](mailto:mtakacs@memsindustrygroup.org)  
412-390-1644