PNI RESTRUCTURED INTO TWO SEPARATE COMPANIES

--PNI Sensor Corp. and Precision Navigation Corp. address markets for magnetic sensing, sensor fusion, indoor positioning

SCOTTSDALE, Ariz. –(November 6, 2014) – MEMS Executive Congress -- To better serve the consumer, industrial and military markets, PNI Sensor today announced that it will change its corporate structure and create two companies: PNI Sensor Corp. (PNI) and Precision Navigation Corp.

PNI will focus on its SENtral® motion co-processor and its algorithms for context, activity, gesture and pedestrian dead reckoning (PDR) to serve the mobile, wearable and Internet of Things (IoT) markets while Precision Navigation Corp. will offer ultra-high resolution, low-noise magneto-sensor technology for automotive, industrial and military markets.

Becky Oh, former president and CEO of PNI Sensor Corp., is now president and CEO of Precision Navigation Corp. and will continue to serve on the board of PNI Sensor Corp. George Hsu, PNI Sensor Corp. Board Chairman, Founder and CTO, is now also CEO of that company.

Over the past 30 years, PNI Sensor Corp. has expanded its IP and product portfolio from high-performance magnetic sensors for terrestrial and oceanographic mapping, SONAR targeting, undersea pipeline construction, and navigational guidance of remote surveying vehicles to include software algorithm and sensor hub solutions for consumer products such as smartphones and wearables.

“With our executive team, we have determined that PNI is not a one-size-fits-all business,” said Oh. “As our core technologies and customer base have diversified, so must we as a corporation evolve to better serve our varied markets and customers. Today as we announce our division

into two companies, we celebrate our strengths and continued dedication to meeting customer needs with more attentive focus."

PNI Sensor Corp.

Under the executive leadership of Hsu, PNI Sensor Corp. will continue to develop the highest-performance software and hardware solutions for extracting user context, activity, gesture, biometrics and location from the mass-produced sensors found in smartphones, wearables and other consumer products. Its sensor-fusion IP features best-of-breed algorithms for context, activity tracking and PDR.

The hardware delivery mechanism for PNI's algorithms is SENtral, a tiny, ultra-low power, sensor-agnostic motion co-processor that functions as an intelligent sensor hub. SENtral has already been designed into smartwatches and smartphones running the latest Android.

Precision Navigation Corp.

Under the executive leadership of Oh, Precision Navigation Corp. will focus on applying magnetic sensing solutions for automotive, industrial and military applications.

Precision Navigation Corp. offers magneto-inductive sensors delivering more than 20 x higher performance than existing micro-electromechanical systems (MEMS) or Hall Effect sensors. Precision Navigation Corp. will leverage its manufacturing line in California.

Both companies will share headquarters in Santa Rosa, Calif.

For More Information

For more information about PNI Sensor Corp. or Precision Navigation Corp., please visit: www.pnicorp.com or email: press@pnicorp.com.

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