

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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## ROGER GRACE ANNOUNCES CALL FOR ABSTRACTS FOR PRINTED/FLEXIBLE/STRETCHABLE AND FUNCTIONAL FABRIC SENSORS AND ELECTRONICS SYMPOSIUM ADDRESSING IOT AND WEARABLES APPLICATIONS AT SENSORS EXPO & CONFERENCE 2020

### Sensors and MEMS Marketing Expert Organizes and will Chair All-Day Nov. 16 Pre-Conference Session

**Naples, FL -June 2, 2020** - Roger Grace, President of Roger Grace Associates, the leading marketing consultancy specializing in Sensors and MEMS, has announced the call for abstracts for the all-day, rescheduled to November 16, 2020 Pre-Conference Symposium during Sensors Expo & Conference, taking place at the McEnery Convention Center in San Jose, CA. Interested presenters are requested to submit abstracts of between 150-200 words as attached documents no later than July 24, 2020 and sent to Roger Grace, Symposium Chair, at [rgrace@rgrace.com](mailto:rgrace@rgrace.com).

The Pre-Conference Symposium will address Printed/Flexible Stretchable (P/F/S) and Functional Fabric (FF) Sensors and electronics from a commercialization perspective to support large volume applications including Internet of Things (IoT) and wearables. The Symposium will be led by over a dozen world recognized leaders in the P/F/S and FF sensors and electronics area, presenting information on current research and development activities, application opportunities, manufacturing methods and commercialization challenges for P/S/T and FF sensors and P/S/T and FF Sensor-based systems issues.

### Abstract topics submissions of interest to be presented at the Pre-Conference Symposium include:

- Technologies and IoT and wearable systems applications addressing sensors, batteries, memory/logic, packaging and interconnects
- 3-D Printing of sensors and sensor packaging
- Infrastructure of materials, manufacturing and test systems
- Commercialization challenges and recommended approaches to overcome
- And more

Mr. Grace stated, "This all-day symposium is a key and integral part to "evangelize" P/F/S and FF sensors. It was developed to help inform and educate the technical, technical management, and business community of the major significance of P/F /S and FF sensor-based technologies and their enabled far-reaching opportunities in many applications including IoT and wearables from both a current and future perspective." He concluded, "This Sensors Expo 2020 Pre-Conference session has, to

the best of my knowledge, the most highly concentrated and expansive effort to date to exclusively address the topic of P/F/S and FF sensors.”

Mr. Cal Groton, Group Director, said, “We decided early on in the creation of the pre-conference symposium to address IoT and wearables because of its current and future importance in the sensors space. We are looking forward to very successful technical sessions, Expo Hall and especially Roger’s star-studded array of speakers in our pre-conference program.”

### **About Printed/Flexible/Stretchable and Functional Fabric Sensors**

The availability of sensors that can take the shape and work reliably in their imposed complex and demanding working environment has existed for quite some time. With the recent popularity of the Internet of Things (IoT), “wearables” (including clothing) and more importantly, disposables, the need for small, lightweight and low-power, low-cost single or multiple sensors per system that also can conform to the shape and environment in which they must operate, is becoming essential.

With the creation of measurement systems and their accompanying microcontroller/embedded sensor fusion algorithms that enable them to address a myriad of IoT and other applications, printed/flexible/stretchable sensors were a clear solution. Recent estimates report the total market for printed/flexible sensors to be \$8 billion of the \$340 billion flexible electronics market by 2025. With expected unit average sales prices (ASPs) of approximately \$0.01 by 2025, this translates into an annual 800-billion-unit volume market, qualifying as a significant constituent of the trillion sensors initiative.

### **About Roger Grace Associates**

Roger Grace Associates, founded in 1982, is located in Naples, Florida and provides comprehensive strategic marketing consulting and marketing communications services to domestic and overseas high-technology-based clients from startups to Fortune 500’s and government agencies. The firm specializes in conducting market research leading to the creation, development and execution of positioning, branding and actionable market strategies for its clients in the successful commercialization of technology for the sensors, MEMS, Nano, semiconductor and semiconductor equipment markets. For more information please visit [www.rgrace.com](http://www.rgrace.com).

### **About Sensors, IoT, and Embedded Week**

Sensors, IoT, and Embedded Week is set to take over Silicon Valley with four co-located events that will take place November 16-18, 2020 at the McEnery Convention Center in San Jose, California. These events will host the largest gathering of design engineers in North America at the flagship 2020 Sensors Expo & Conference, Embedded Technologies Expo & Conference, Autonomous Technologies Conference, and the inaugural IoT Implementation Forum. Collectively, these events will showcase the design, application, and disruption brought on by these new and emerging technologies. For more information please visit [www.sensorexpo.com](http://www.sensorexpo.com).

**Editor’s Note: Editors are invited to attend Sensors Expo 2020 free of charge. Please go to the Sensors Expo website to register and request a press pass.**