

Press Release

ASC celebrates 10th anniversary

Sensor manufacturer continues its international success with new products

Pfaffenhofen, 13 April 2016 – [Advanced Sensors Calibration](#) (ASC) GmbH, the leading manufacturer of accelerometers, angular rate sensors (gyro) and IMUs (inertial measurement units) is celebrating its 10th anniversary. The company, founded by Peter Bay in Ingolstadt in 2006, looks back on a successful decade of continuous growth and has established itself as an international technology leader in the field of sensors and measurement. Customers who rely on ASC sensors in their products include many well-known names such as Audi, AVL, BMW, Daimler, Fiat, MAN, Siemens and TÜV Süd Rail GmbH. To coincide with the anniversary, the family-run business is opening an office for the USA and Canada as well as extending its range of products.

“We are delighted to mark ten years of ASC,” says Renate Bay, Managing Partner at the company. “We have offered our customers tailor-made products and customised services from the beginning – with great success. Last year we achieved record sales and were able to expand our highly specialised team. We are now looking forward to the future with excitement and are happy to launch a new series of sensors this year.”

Portfolio expansion for accurate monitoring applications

In the first quarter of 2016 ASC announced a significant product launch. In addition to its capacitive sensors, the company has now for the first time added piezoelectric accelerometers to its portfolio. These are ideal for condition and structural health monitoring in mass industrial applications. They enable ASC to provide its customers with an even more targeted solution, in particular for transmissions system monitoring in the wind power industry.

On occasion of its 10th anniversary ASC will also be presenting a substantially enhanced range of gyros and IMUs with new technical specifications for even more accurate measurements.

New website and continuing growth

The company, which received the “Frost & Sullivan Company of the Year Award” in 2014, is pleased to report a continuing high demand for its products and services also in its anniversary year. ASC does not just develop and market sensors, it also repairs, maintains and calibrates them in its own calibration laboratory. The company now wishes to showcase its many years of experience to the world on its new, stylish website, which went live in a revised form on 29 March. It is where customers

and other interested parties can learn about the company's range of products and contact ASC's experts with specific questions.

Owing to the continuing healthy demand for its products, ASC will also move into larger business and production premises at its Pfaffenhofen location and hire new staff. In addition to new employees in production, it is planning to recruit an experienced applications engineer in the near future. Furthermore, the new ASC office for the USA and Canada, which was opened at the beginning of March 2016, is intended to strengthen its international business.

Anniversary year events

ASC will be participating in various symposia and trade shows in 2016 to intensify the dialogue with its customers and partners and to showcase its range of products. The company will, among others, be present at Sensor+Test in Nuremberg from 10 to 12 May 2016, at WindEnergy in Hamburg from 27 to 30 September and at the DVM Conference on Structural Durability in Steyr, Austria, on 12 and 13 October.

About ASC GmbH

ASC (Advanced Sensors Calibration) GmbH, headquartered in Pfaffenhofen, Germany is one of the world's leading manufacturers of capacitive, piezoresistive and piezoelectric accelerometers, angular rate sensors (Gyro) and Inertial Measurement Units (IMUs). ASC sensors are used in a wide range of industrial applications in automotive, rail vehicles, wind power, agriculture, air and space travel, geophysics, deep well drilling, tunneling, automation and mechanical engineering. Leading global companies including Audi, BMW, VW, Siemens Transportation Systems, Fendt, Wölfel, LMS and the German Aerospace Center (DLR) put their trust in ASC products.

Apart from being a quality sensor manufacturer, ASC also offers supplementary services such as maintenance, repair and calibration for its own products and also for third-party products. ASC is particularly specialised in providing customised solutions that are geared to the exact customer needs.

ASC is also the exclusive distributor of accelerometers from Honeywell and gyros from Systron Donner Inertial.

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