

PR Impact in the Electronics Industry.

February 2025



PUBLITEK

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Introduction.



Welcome to our latest analysis of the impact of PR coverage in the electronics industry. In this report, we will assess which companies, from a cross-section of the industry, generated the greatest PR success in 2024.

Companies often express frustration over the lack of data-driven performance insights into their communications campaigns. Traditional metrics such as Share of Voice tell part of the story, but don't examine important performance indicators.

To address this, Publitek has developed [Seer](#), a proprietary data platform with performance monitoring apps that measure the impact of PR coverage, social media, and advertising (i.e., demand generation) programs. This platform incorporates multiple data sources, combined with our extensive expertise in media and social media, to produce insights that are highly relevant, ultra-reliable and very actionable.

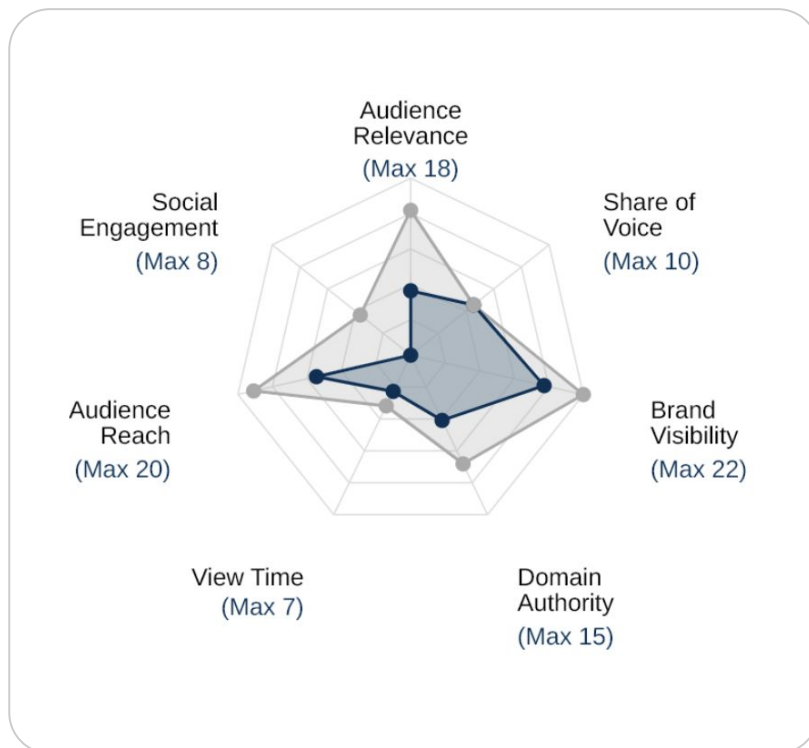
Our Electronics 2024 PR Impact Report used Seer's PR Impact app to evaluate over 100 electronics companies, using a sophisticated, data-driven measurement framework. The report showcases top performers and breaks down the scoring methodology to highlight their success..



PR Impact Score.

Publitek tracked online media mentions of approximately 100 electronics companies throughout 2024, capturing 1,047,822 media mentions across 2,012 unique publications. Using our PR Impact scoring framework, we evaluated the performance of each company. We then reviewed and categorized the 2,012 publications into trade, general tech, financial, and business media. This ensured relevancy and allowed us to examine performance in specific types of outlets.

Our PR Impact scoring system analyzes seven criteria using a weighted algorithm to create a single metric, with a score between 1 and 100 for every piece of coverage. When combined, this provides a comprehensive assessment of a brand's overall performance and influence within the media landscape.



Our proprietary PR Impact scoring framework assigns values based on these key metrics:

Share of Voice showcases brand prominence compared to other evaluated companies.

Brand Visibility showcases brand prominence based on brand mentions in the headline, first paragraph, or body of an article.

Audience Reach estimates an article's potential viewership based on the number of visitors to the source on desktop and mobile.

Audience Relevance categorizes and tiers the most-valued publications based on audience relevance to the electronics industry.

Domain Authority increases the discovery of published articles in search engines and provides more SEO value to websites hyperlinked within the article.

View Time reveals the length of time an audience spends on a page with the article.

Social Engagement shows the shares, likes, and comments received by a piece of content and demonstrates a deeper level of engagement beyond viewership.

When combined, these metrics enabled us to assess all PR coverage through two lenses: quantity and quality.

By combining these two perspectives, the analysis provides a balanced view of each company's PR performance, showcasing those with the most impactful and widespread coverage.



Quantity of PR Coverage.

To assess quantity, we calculated each company's **overall** PR Impact score (i.e. total value of PR coverage in 2024). We then compared these totals against the average score across all 100+ companies to identify relative performance.

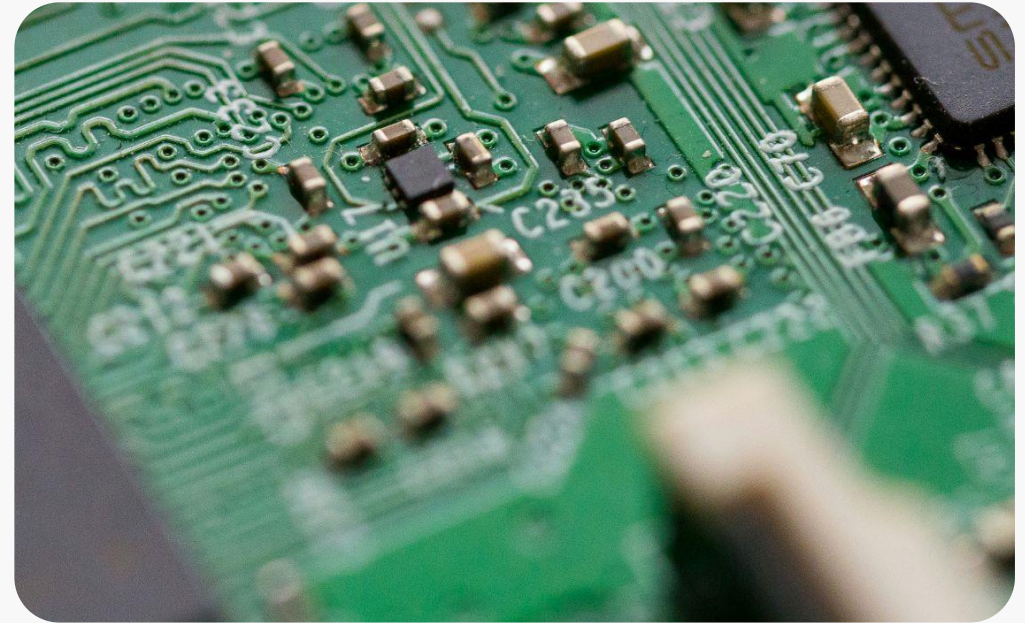
Quality of PR Coverage.

The quality of coverage is determined by each company's **average** PR Impact score (i.e. average value of PR impact in 2024). This score aggregates insights from individual PR mentions and reflects the effectiveness of their coverage in engaging audiences. Companies are ranked by their total Impact score to highlight those achieving the most meaningful PR presence.

Data Sources.

Online media coverage data was sourced using the Meltwater media monitoring platform and then enriched using the following:

1. Publitek's bespoke media categorization database
2. MOZ for domain authority
3. Semrush for article view time



The Results.

We've categorized companies into two main technology categories: **semiconductors** (design and manufacture semiconductor chips, microcontrollers, and related technologies), and **passive** and **electromechanical** (connectors, passive components, sensors, power devices / modules, and supporting hardware for electronic systems).

We have also included separate analysis for **distributors** (electronic components, semiconductors, and related products). Visualizing the comparison of quantity and quality shows how the companies perform within their categories.



All Companies.

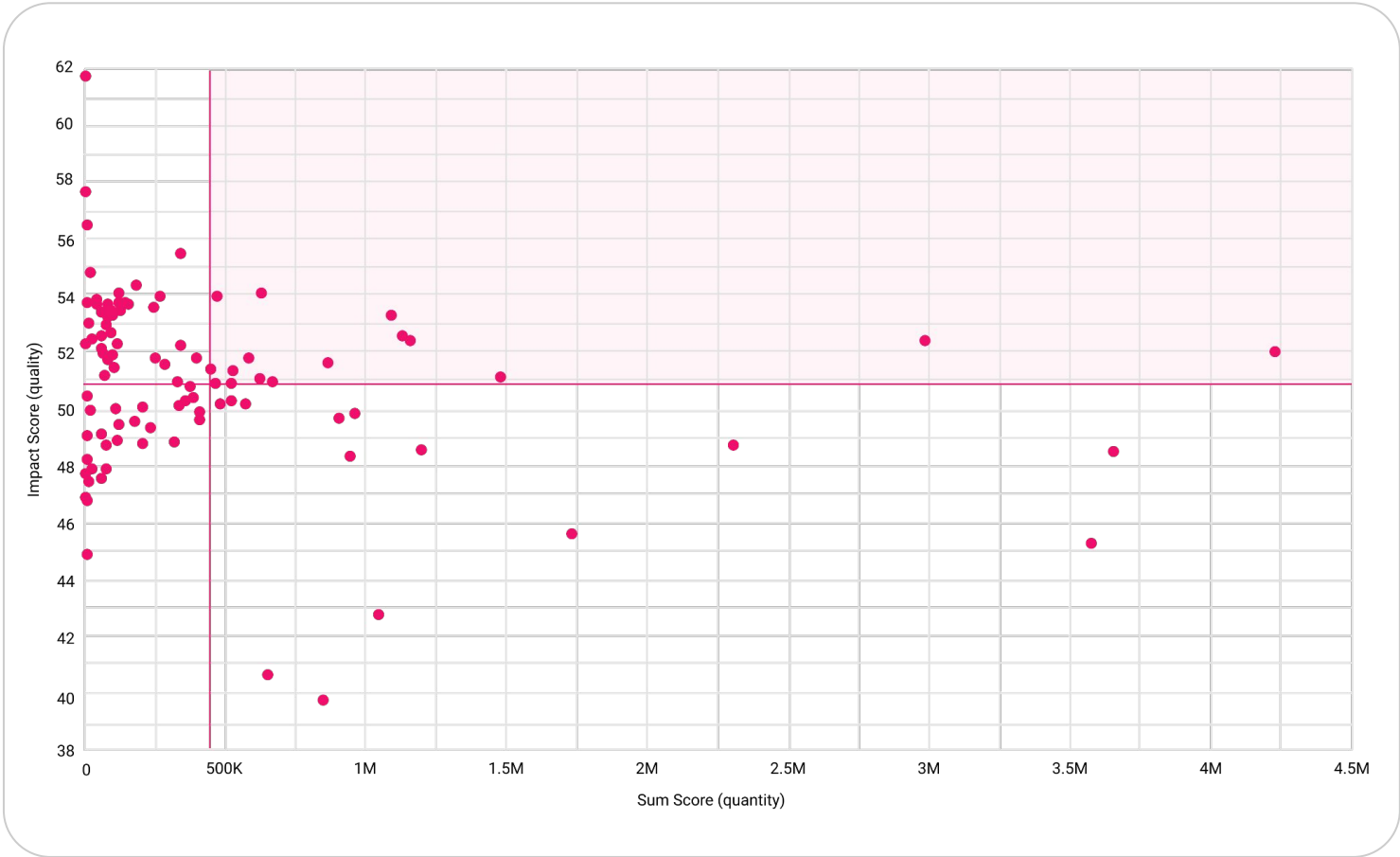
Based on total PR Impact score

The chart shows how all measured brands performed in the calendar year 2024. The total PR Impact score (x-axis) links to the quantity of coverage and the average PR Impact score (y-axis) shows the quality based on our proprietary scoring methodology.

Companies (shown by the individual dots) that appear above the average impact score (shown by the horizontal line) and to the right of the average total impact score (shown by the vertical line) are performing the best.

It is important to note that the 100+ companies represent a cross section of the industry and not designed to be an exhaustive list. We cannot include all brands, but we can analyze more as needed.

More detail follows.



Top 20 Companies.

Based on total PR Impact score (1 of 2)

Infineon leads overall with a total PR Impact score of 4.2M and an average PR Impact score of 52.1, followed by NXP and Texas Instruments.

KIOXIA ranks 20th by total Impact score, but ranks highest by quality with a 54.1 Impact score.

Infineon outperforms the average for both metrics across all companies and leads in total content volume (with 74k individual pieces of coverage).

Companies like Ambarella appear to have lower-than-average PR Impact scores and a relatively low total PR Impact score for the year.

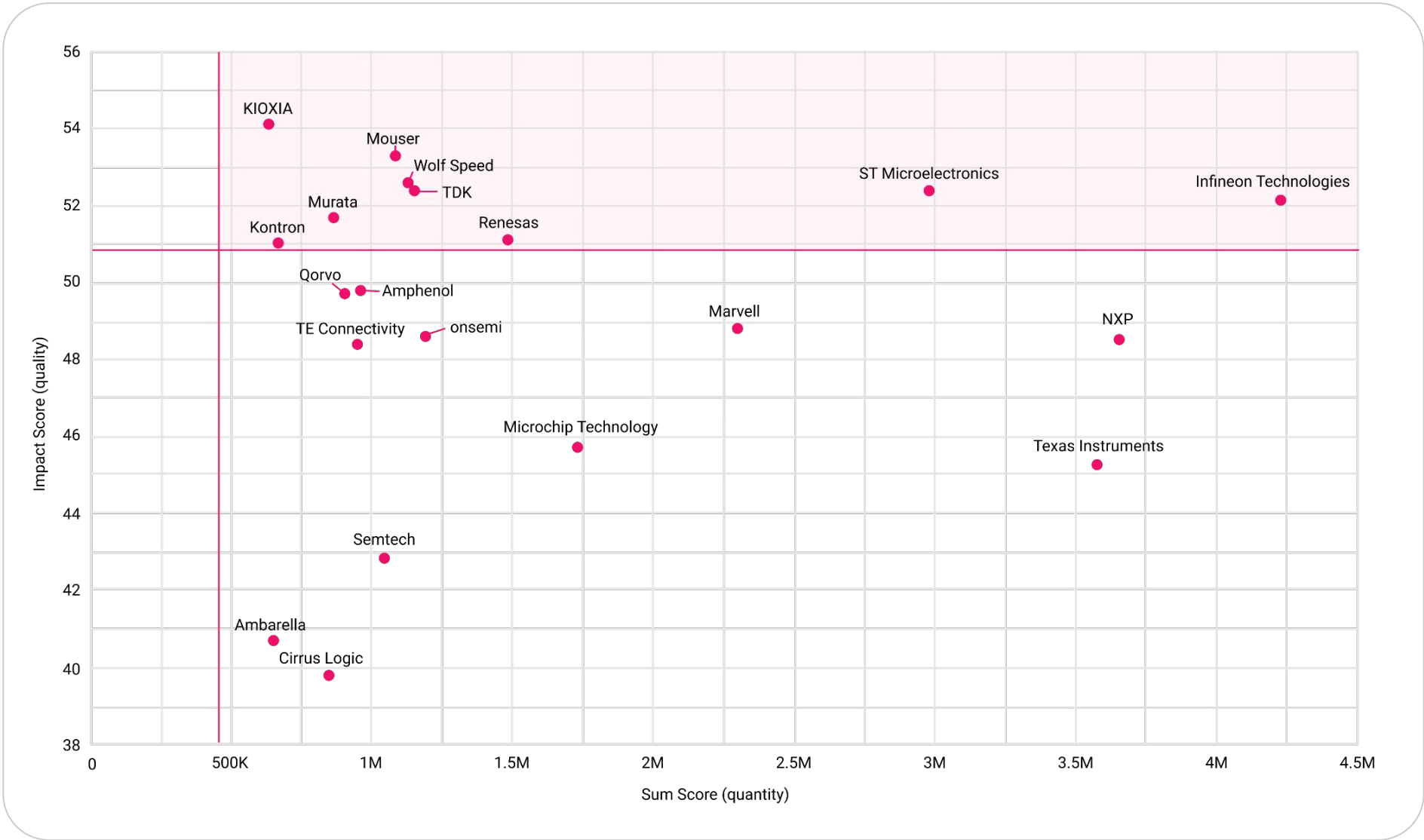
Texas Instruments and NXP have high total scores but sit below the average PR Impact, suggesting strong quantities of coverage but lower quality.

#	BRAND	IMPACT SCORE	AVG. SCORE	CONTENT VOLUME
1	Infineon Technologies	4,227,786	52.1	74,298
2	NXP	3,653,568	48.5	69,027
3	Texas Instruments	3,579,535	45.3	72,440
4	STMicroelectronics	2,983,881	52.4	51,886
5	Marvell	2,301,099	48.8	42,895
6	Microchip Technology	1,728,733	45.7	34,385
7	Renesas	1,482,439	51.1	26,261
8	onsemi	1,192,328	48.6	22,185
9	TDK	1,150,251	52.4	19,845
10	Wolfspeed	1,125,632	52.6	19,336
11	Mouser	1,080,914	53.3	18,328
12	Semtech	1,044,029	42.8	22,078
13	Amphenol	959,587	49.8	17,419
14	TE Connectivity	946,133	48.4	17,683
15	Qorvo	901,413	49.7	16,394
16	Murata	859,277	51.7	15,019
17	Cirrus Logic	842,134	39.8	19,163
18	Kontron	661,830	51.0	11,720
19	Ambarella	647,517	40.7	14,362
20	KIOXIA	628,323	54.1	10,485



Top 20 Companies.

Based on total PR Impact score (2 of 2)



Nearly half of the top 20 companies appear in the top right quadrant. Infineon leads in terms of coverage quantity, while KIOXIA, with coverage quantity above the industry average, demonstrates the highest overall quality.



Semiconductors.

Based on total PR Impact score (1 of 2)

Infineon leads with a sum score of over 4.2m, but has a slightly lower average Impact score compared to its peers.

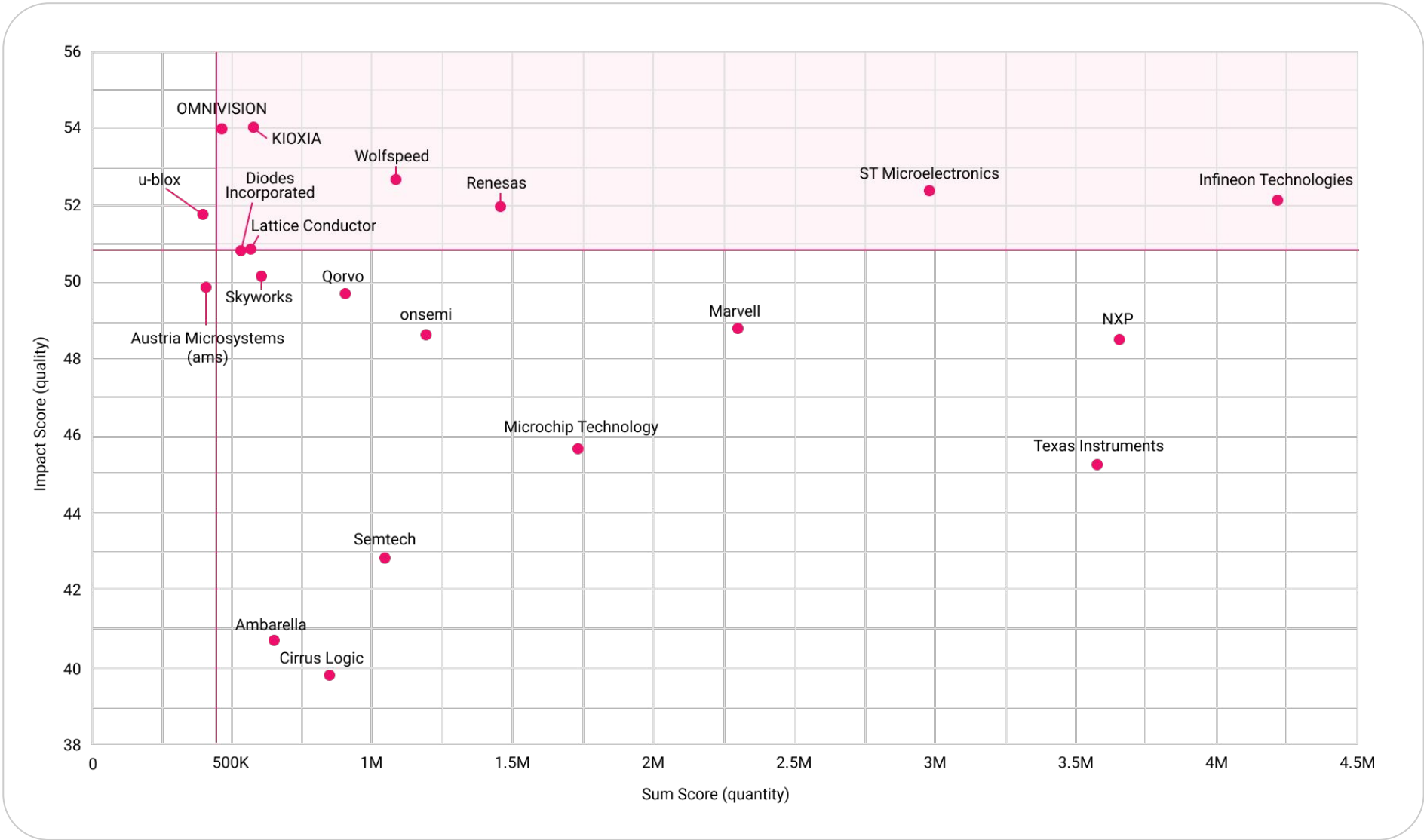
Wolfspeed has the highest average PR Impact score, but appears ninth in the table on total PR Impact score.

#	BRAND	IMPACT SCORE	AVG. SCORE	CONTENT VOLUME
1	Infineon Technologies	4,227,786	52.1	74,298
2	NXP	3,653,568	48.5	69,027
3	Texas Instruments	3,579,535	45.3	72,440
4	STMicroelectronics	2,983,881	52.4	51,886
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11	Qorvo	901,413	49.7	16,394
12	Cirrus Logic	842,134	39.8	19,163
13	Ambarella	647,517	40.7	14,362
14	KIOXIA	628,323	54.1	10,485
15	Skyworks	569,857	50.2	10,238
16	Lattice Semiconductor	511,240	50.9	9,065
17	Diodes Incorporated	469,679	50.9	8,316
18	OMNIVISION	467,374	54.0	7,804
19	Austria Microsystems (ams)	405,907	49.9	7,339
20	u-blox	394,531	51.8	6,863



Semiconductors.

Based on total PR Impact score (2 of 2)



Interestingly, companies like Texas Instruments and NXP have high volumes of coverage, but are below average on quality (based on average PR Impact score).



Passive and Emech.

Based on total PR Impact score (1 of 2)

TDK leads with a sum score of 1.1M and an Impact score of 52.4 (out of 100), followed by Amphenol, and TE Connectivity.

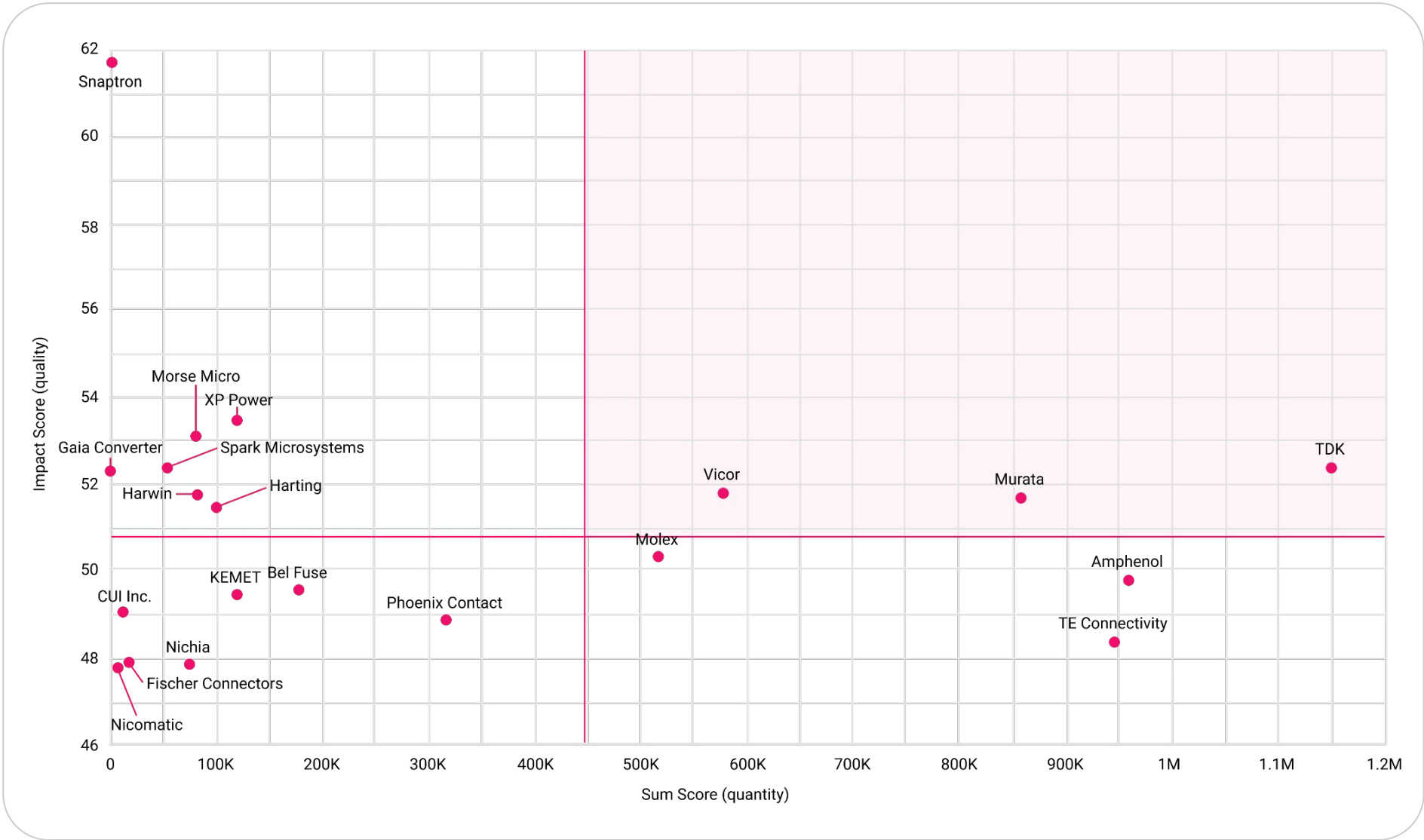
Snaptron has the highest average PR Impact score but it is based on a low total score and linked to just 18 separate pieces of media coverage..

#	BRAND	IMPACT SCORE	AVG. SCORE	CONTENT VOLUME
1	TDK	1,150,251	52.4	19,845
2	Amphenol	959,587	49.8	17,419
3	TE Connectivity	946,133	48.4	17,683
4	Murata	859,277	51.7	15,019
5	Vicor	576,822	51.8	10,039
6	Molex	516,880	50.3	9,264
7	Phoenix Contact	316,097	48.9	5,824
8	Bel Fuse	176,762	49.6	3,210
9	XP Power	120,647	53.5	2,029
10	KEMET	120,157	49.5	2,185
11	Harting	100,997	51.5	1,764
12	Harwin	82,379	51.8	1,432
13	Morse Micro	80,327	53.1	1,362
14	Nichia	75,280	47.9	1,415
15	Spark Microsystems	53,158	52.6	909
16	Fischer Connectors	16,332	47.9	307
17	CUI	10,853	49.1	199
18	Nicomatic	10,091	47.8	190
19	Gaia Converter	2,207	52.3	38
20	Snaptron	1,236	61.8	18



Passive and Emech.

Based on total PR Impact score (2 of 2)



Distributors.

Based on total PR Impact score (1 of 2)

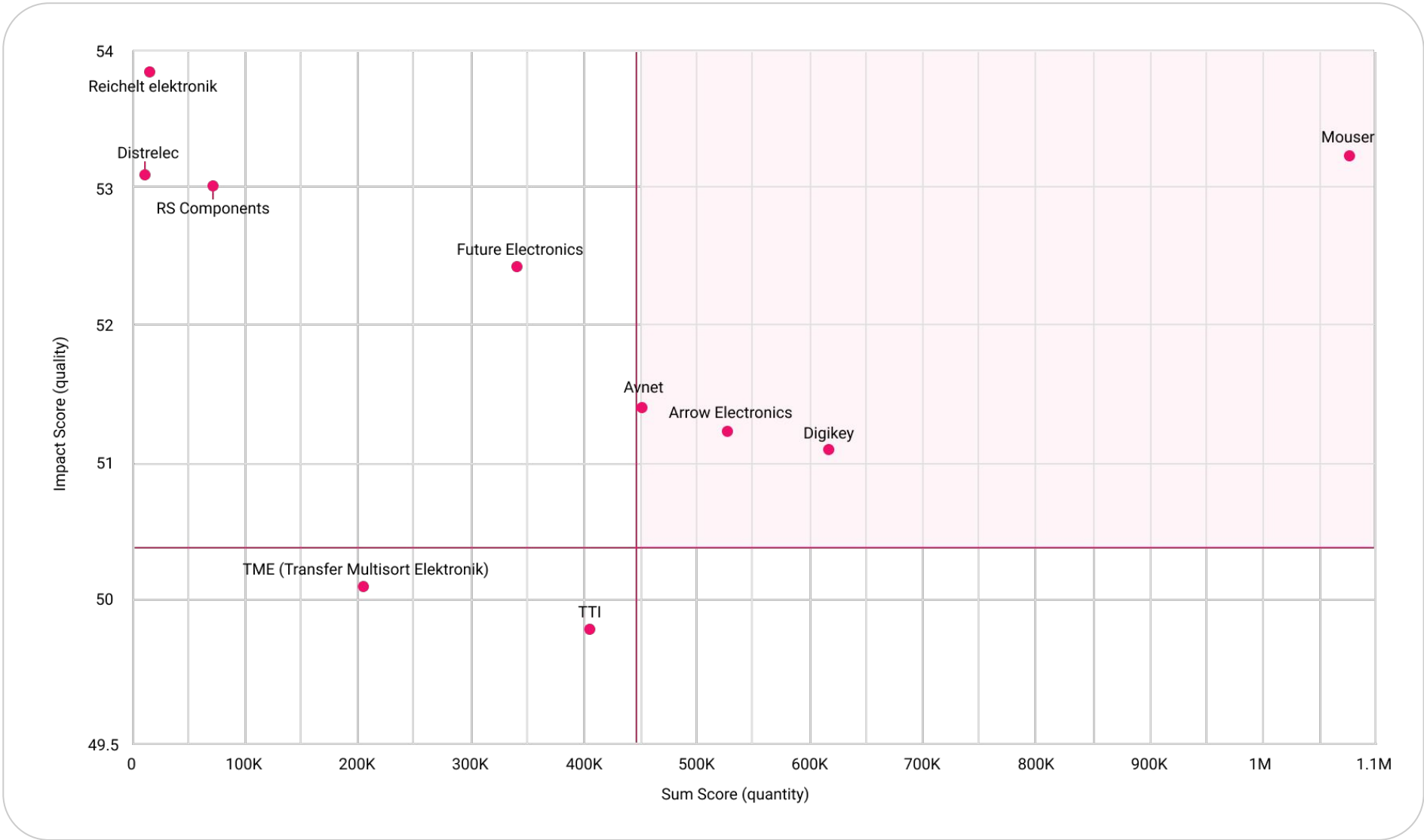
Mouser leads the way, but some of the other distributors have relatively high average PR Impact scores despite low coverage volumes. This shows that there is room for growth and increased brand visibility, with continued positive media coverage.

#	BRAND	IMPACT SCORE	AVG. SCORE	CONTENT VOLUME
1	Mouser	1,080,914	53.3	18,328
2	Digikey	613,527	51.1	10,826
3	Arrow Electronics	523,212	51.3	9,198
4	Avnet	450,841	51.4	7,908
5	TTI	405,789	49.7	7,366
6	Future Electronics	337,741	52.6	5,783
7	TME (Transfer Multisort Elektronik)	203,067	50.1	3,649
8	RS Components	75,212	53.0	1,278
9	Distrelec	11,511	53.1	195
10	Reichelt elektronik	9,988	53.8	167



Distributors.

Based on total PR Impact score (2 of 2)



The Full List.

Winners by total PR Impact score (1 of 2)

#	BRAND	IMPACT SCORE
1	Infineon Technologies	4,227,786
2	NXP	3,653,568
3	Texas Instruments	3,579,535
4	STMicroelectronics	2,983,881
5	Marvell	2,301,099
6	Microchip Technology	1,728,733
7	Renesas	1,482,439
8	onsemi	1,192,328
9	TDK	1,150,251
10	Wolfspeed	1,125,632
11	Mouser	1,080,914
12	Semtech	1,044,029
13	Amphenol	959,587
14	TE Connectivity	946,133
15	Qorvo	901,413
16	Murata	859,277
17	Cirrus Logic	842,134
18	Kontron	661,830
19	Ambarella	647,517
20	KIOXIA	628,323
21	Digikey	613,527
22	Vicor	576,822
23	Skyworks	569,857
24	Arrow Electronics	523,212
25	Molex	516,880

#	BRAND	IMPACT SCORE
26	Lattice Semiconductor	511,240
27	Advantech	478,886
28	Diodes Incorporated	469,679
29	OMNIVISION	467,374
30	Avnet	450,841
31	Austria Microsystems (ams)	405,907
32	TTI	405,789
33	U-blox	394,531
34	Nexperia	381,856
35	Macom	375,049
36	Melexis	354,363
37	SiliconLabs	342,185
38	Navitas Semiconductor	338,015
39	Future Electronics	337,741
40	Synaptics	327,596
41	Phoenix Contact	316,097
42	Power Integrations	286,205
43	Groq	266,344
44	indie Semiconductor	246,414
45	Brainchip	237,542
46	Rohm Semiconductor	228,007
47	Recogni	203,945
48	TME (Transfer Multisort Elektronik)	203,067
49	Bel Fuse	176,762
50	Graphcore	173,500



The Full List.

Winners by total PR Impact score (2 of 2)

#	BRAND	IMPACT SCORE
51	Ampere	144,384
52	SiFive	130,445
53	XP Power	120,647
54	KEMET	120,157
55	X-FAB	118,785
56	Espressif	116,763
57	Maxim Integrated	113,644
8	Winbond	104,774
59	Harting	100,997
60	Syntiant	92,099
61	Imagination Technologies	89,065
62	SEGGAR	88,923
63	Data I/O	85,667
64	Harwin	82,379
65	Teledyne E2V	82,319
66	Morse Micro	80,327
67	ADLINK	78,270
68	GaN Systems	75,297
69	Nichia	75,280
70	RS Components	75,212
71	Socionext	63,552
72	SK Hynix	63,050
73	Ambiq	61,870
74	Achronix	59,439
75	Andes Technology	58,666

#	BRAND	IMPACT SCORE
76	Dialog Semiconductor	56,492
77	Kigen	53,208
78	Spark Microsystems	53,158
79	Alif Semiconductor	33,442
80	Zytronic Displays	22,334
81	XMOS	21,566
82	Empower Semiconductor	20,719
83	Greenwaves Technologies	19,605
84	Fischer Connectors	16,332
85	Paragraf	13,763
86	Wave Computing	13,291
87	Accelleran	13,097
88	Mythic	13,021
89	Distrelec	11,511
90	CUI Inc.	10,853
91	Nicomatic	10,091
92	Reichelt elektronik	9,988
93	Sfera Labs	9,924
94	Fujitsu Semiconductor	9,136
95	Imperas	8,910
96	Benetel	8,316
97	CML Microcircuits	8,077
98	Pantronics	7,998
99	Eta Compute	5,824
100	Dynex Semiconductor	3,698
101	Gaia Converter	2,207
102	Snaptron	1,236
103	WiTTra	320



The Full List.

Winners by average PR Impact score (1 of 2)

#	BRAND	IMPACT SCORE
1	Snaptron	61.8
2	WITTRA	57.7
3	Imperas	56.5
4	XMOS	54.8
5	Graphcore	54.4
6	KIOXIA	54.1
7	Groq	54.0
8	OMNIVISION	54.0
9	X-FAB	54.0
10	Reichelt elektronik	53.8
11	Sfera Labs	53.8
12	Ampere	53.8
13	Alif Semiconductor	53.8
14	Teledyne E2V	53.7
15	Brainchip	53.6
16	XP Power	53.5
17	SiFive	53.5
18	Andes Technology	53.4
19	SEGGER	53.4
20	Mouser	53.3
21	Distrelec	53.1
22	Morse Micro	53.1
23	RS Components	53.0
24	Data I/O	52.7
25	Syntiant	52.7

#	BRAND	IMPACT SCORE
26	Spark Microsystems	52.6
27	Future Electronics	52.6
28	Wolfspeed	52.6
29	Greenwaves Technologies	52.5
30	TDK	52.4
31	STMicroelectronics	52.4
32	Espressif	52.3
33	Gaia Converter	52.3
34	Ambiq	52.2
35	SiliconLabs	52.2
36	Kigen	52.2
37	Infineon Technologies	52.1
38	Socionext	52.0
39	Imagination Technologies	51.9
40	Vicor	51.8
41	u-blox	51.8
42	Harwin	51.8
43	indie Semiconductor	51.8
44	Murata	51.7
45	Power Integrations	51.6
46	Harting	51.5
47	Avnet	51.4
48	Arrow Electronics	51.3
49	GaN Systems	51.2
50	Digikey	51.1



The Full List.

Winners by average PR Impact score (2 of 2)

#	BRAND	IMPACT SCORE
51	Renesas	51.1
52	Synaptics	51.0
53	Kontron	51.0
54	Diodes Incorporated	50.9
55	Lattice Semiconductor	50.9
56	Macom	50.8
57	Mythic	50.5
8	CML Microcircuits	50.5
59	Wave Computing	50.5
60	Fujitsu Semiconductor	50.4
61	Nexperia	50.4
62	Melexis	50.3
63	Molex	50.3
64	Skyworks	50.2
65	Advantech	50.2
66	Navitas Semiconductor	50.2
67	TME (Transfer Multisort Elektronik)	50.1
68	Winbond	50.0
69	Empower Semiconductor	50.0
70	Austria Microsystems (ams)	49.9
71	Amphenol	49.8
72	Qorvo	49.7
73	TTI	49.7
74	Bel Fuse	49.6
75	KEMET	49.5

#	BRAND	IMPACT SCORE
76	Rohm Semiconductor	49.4
77	Achronix	49.1
78	CUI Inc.	49.1
79	Phoenix Contact	48.9
80	Maxim Integrated	48.9
81	Recogni	48.8
82	Marvell	48.8
83	ADLINK	48.8
84	onsemi	48.6
85	NXP	48.5
86	TE Connectivity	48.4
87	Pantronics	48.3
88	Nichia	47.9
89	Fischer Connectors	47.9
90	Zytronic Displays	47.9
91	Nicomatic	47.8
92	Eta Compute	47.7
93	SK Hynix	47.6
94	Dialog Semiconductor	47.6
95	Accelleran	47.5
96	Dynex Semiconductor	46.9
97	Benetel	46.8
98	Microchip Technology	45.7
99	Texas Instruments	45.3
100	Paragraf	44.9
101	Semtech	42.8
102	Ambarella	40.7
103	Cirrus Logic	39.8



Impact Score in Action.

Being Heard

To ensure PR success, it's crucial for a brand to stand out from the noise.

Share of Voice, Reach, and Brand Visibility metrics help us understand a brand's visibility within an industry.

Share of Voice compares the coverage volume of the top electronics companies, showing that the top 10 companies account for almost 50% of media all coverage.

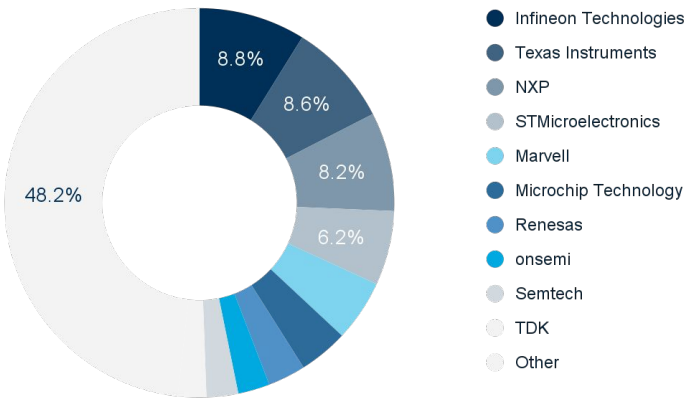
When focusing on distributors in the electronics industry, we see that Mouser and DigiKey make up almost half (45.2%) of all distributors' media coverage.

Audience Reach estimates an article's potential viewership based on the number of visitors to the specific source on desktop and mobile, showing the average reach across all companies in the electronics industry is 1,829,447 views and the average reach in the trade media is 441,063.

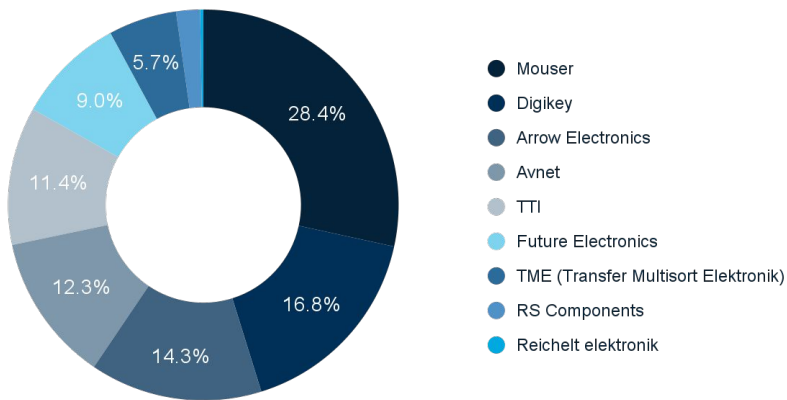
Brand Visibility showcases brand prominence based on brand mention in the headline, first paragraph, or body of an article.

Analysis of media coverage with highest brand visibility for companies reveals a common theme: technological innovations, collaborations and partnerships, industry events, product launches, sustainability initiatives, automotive and mobility solutions, edge computing and AI, IoT and connectivity, and power and energy solutions.¹

Share of Voice



Share of Voice (Distributors)



Impact Score in Action.

Being Seen

Being seen and making a lasting impression on the right people is just as important as being heard.

Focusing on Audience Relevance and Domain Authority guarantees that a brand is visible to the right audience in the right place.

To ensure **Audience Relevance**, publications are categorized and tiered based on the relevance of their audience and demographics to the electronics industry.

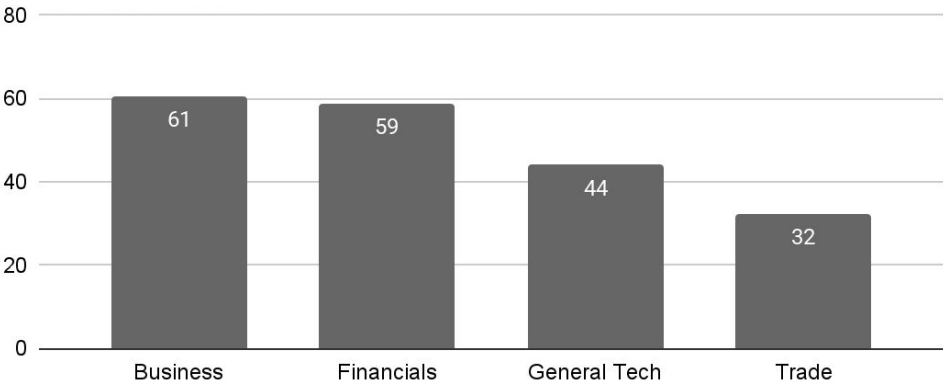
We differentiate between trade press, general tech, business, and financial publications. On average, companies in this report are mentioned in 221 different trade or general technology publications.

Domain Authority is a measure of how trustworthy and credible a website is in the eyes of search engines. The score is influenced by factors such as the quality of the content, the number and quality of links pointing to the site, and the overall website performance.

A strong Domain Authority increases the likelihood that content will be found through search engines and can also benefit other websites to which it links.

The average domain authority for trade and general technology publications is 38, compared to 60 for financial and business media. Identifying and targeting publications with high domain authority within their respective categories is a good technique to increase influence and reach.

Domain Authority by Publication Category



Impact Score in Action.

Engaging Your Audience (1 of 2)

Reaching the right audience with valuable coverage is essential. Engagement shows how content resonates with these audiences. Key engagement indicators include Social Engagement and View Time, which provide valuable insights into how effectively PR efforts resonate with and engage the target audience.

A high **Social Engagement** number is a good indicator that a brand's audience relates to the published content, finding it relevant and valuable. In the electronics industry, articles are shared an average of 2.9 times, while business coverage is shared an average of 8.4 times.

When analyzing the coverage with above-average social engagements, we see that articles about semiconductors, especially in the context of geopolitical and economic impacts, garner the highest engagement. There is also significant interest in broader technological themes such as the development of RISC architecture, SSD capacities, and IoT innovations. Content that provides insights into future projections and the evolving landscape of chip technology also shows high social media engagement.

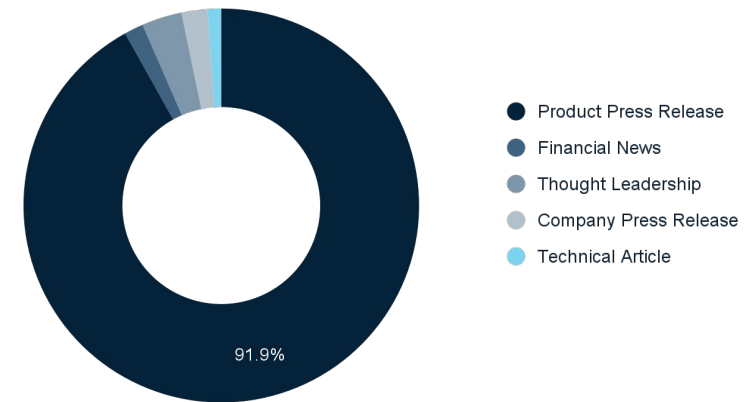
Currently, our data only encompasses three platforms: X, Reddit, and Facebook. Other platforms like WeChat and LinkedIn are not included at this time.

View Time measures how long a visitor remains on a website. The more time someone spends on a website, the more engaging the site's content is.

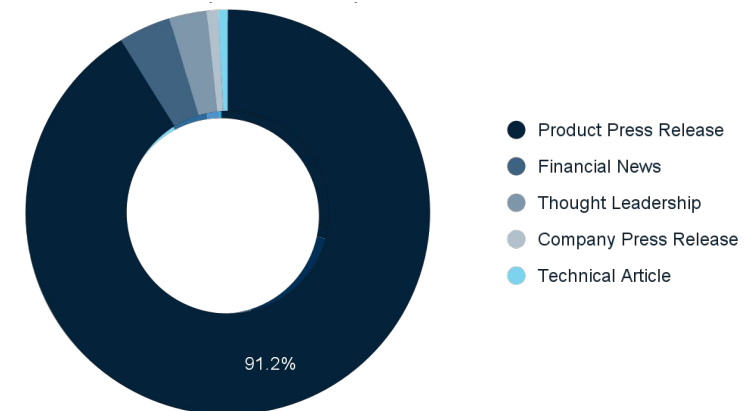
This metric is another good indicator of a company's brand affinity. Our data, collected through Semrush, shows that, on average, a page is viewed for over seven minutes.

Content that is viewed the longest tends to focus on [advancements in mobile technology](#), [semiconductors](#), [AI](#), and [autonomous systems](#), with an underlying trend towards [high performance](#), [innovation](#), and [sustainability](#).²

Content Type by Social Shares



Content Type by View Time



Impact Score in Action.

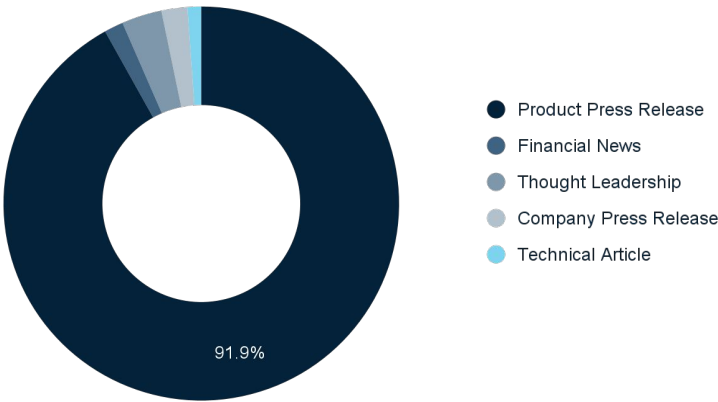
Engaging Your Audience (2 of 2)

The difference in intention between view time and social shares is notable.

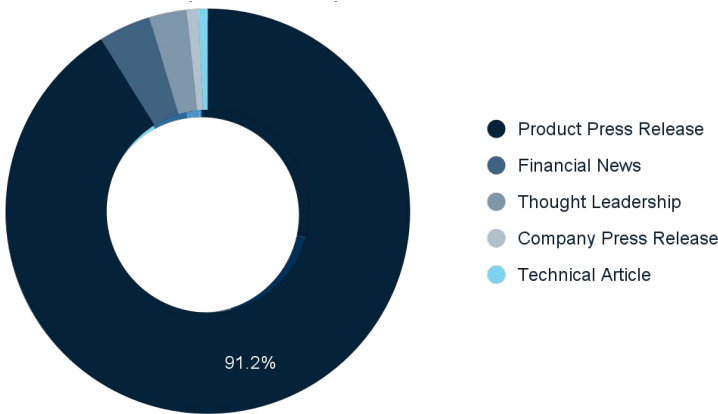
High view time indicates that the reader finds the content highly informative and worth a thorough read, while social shares suggest that the reader finds the coverage valuable enough to share it with others.

Analyzing both metrics by different content types, we find that product announcements are still important sources of news that are widely shared.

Content Type by Social Shares



Content Type by View Time



Impact Score in Action.

Bringing It All Together

By combining the various metrics we analyzed, we've gained a comprehensive understanding of the PR landscape in the electronics industry. Using the Impact score, we have identified the top 10 articles in trade media that have garnered the most attention and engagement, providing a clear snapshot of what resonates most with the market (and their individual scores by each metric).

#	Article	Visibility (max 25)	Reach (max 22)	Audience Relevance (max 22)	Domain Authority (max 17)	View Time (max 8)	Social Shares (max 9)	Impact Score (max 100)
1	Japanese TDK announces new solid-state batteries with 100 times greater density	25	22	20	15	4	9	94.6
2	Infineon unveils 20µm "ultra-thin" power semiconductor wafer for the first time	25	22	20	15	3	9	93.7
3	Kioxia's High-Performance 3D QLC NAND Enables High-End High-Capacity SSDs	25	20	20	15	6	9	93.5
4	Kioxia Demonstrates Optical Interface SSDs for Data Centers	25	20	20	15	6	9	93.3
5	TDK, Tohoku University, and others aim to develop AI semiconductors that mimic the brain's structure, aiming to reduce power consumption to 1/100th	25	22	20	15	2	9	92.2
6	Kioxia showcases SSDs that communicate at the speed of light — optical connection enables storage as far as 40 meters or more from CPU	25	20	20	15	4	9	92.2
7	16TB M.2 SSDs will soon grace the market — Kioxia unveils 2Tb 3D QLC NAND to build bigger SSDs	25	20	20	15	4	9	92.2
8	Onsemi and the Volkswagen Group together to power next-generation electric vehicles	25	22	20	15	4	6	91.6
9	Computer-on-module with NXP "i.MX 95" processor	25	22	20	15	4	6	91.6
10	Kioxia aims to sweet talk SK Hynix into letting the Western Digital merger go ahead, with a new manufacturing deal as the carrot this time around	25	22	20	15	4	6	91.5



Conclusion.

This report examines the vital role of strategic PR in boosting brand visibility and overall audience engagement in the electronics industry. The PR Impact scoring framework helps companies measure the effectiveness of their PR strategies and provides a means of optimizing their PR programs for greater impact.

While it's difficult to compare companies exactly, given all brands are at different stages of their communication journeys, the data does show some valuable insights on what metrics matter and who is communicating most effectively.

The marketing landscape is changing, and it's more important than ever that companies adopt a data-driven approach to all communications strategies in order to stay ahead of the competition.

Publitek brings together a deep understanding of the electronics engineering industry with sophisticated audience data and measurement tools.

Using tools like Seer and Publitek's expertise, companies can understand their impact compared to their competitors and deploy campaign strategies to improve Brand Visibility, Audience Reach, Share of Voice, Social Engagement, and much more.

To learn how your company ranks and improve PR performance, contact us at hello@publitek.com



Footnotes.

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² Mobile News. "[Xiaomi Mix Fold 4 Tipped to Get Snapdragon 8 Gen 3 SoC, Upgraded Quad Rear Cameras.](#)" *Technology for You*, April 11, 2024.

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