

FOR IMMEDIATE RELEASE

## Next Generation Tire Tread Footprint Profiling Technology

High Performance Sensor System Will Be the First Capable of Dynamic Operation in Various Architectures

Madison, NJ – April 1, 2009 –Sensor Products Inc. announces the development of its integrated Tactilus® tire tread footprint profiling system. Capable of thousands of uses with consistent repeatability, Tactilus® now detects a wider range of pressures and offers greater advantages to engineers than its predecessor in the areas of adaptability and customization.

- **Simplified Design** - Allows for new levels of information-sharing and portability with a design requiring fewer electronic components.
- **Maximum Customization** - Reduces instances of human error with a customizable configuration sensor and system software.
- **Powerfully Enhanced Software** - Optimized to take advantage of Windows® XP and the upcoming Windows® Longhorn operating systems, as well as Bluetooth® wireless technology.
- **Faster Data Sampling and Smoothing** - 16 - bit technology yields greater internal sample speed and filtering, thus rendering faster sample smoothing.



Tactilus® software displaying pressure distribution and magnitude across a tire tread

- **Digital Data Recording of Critical Information** - New software features include the ability to dynamically display a video image and easily capture and analyze data for regions-of-interest across the sensor matrix area.
- **Time and Cost Reduction During Design and Production** - Because of the system's uncommon accuracy, focus for engineers stays on obtaining pressure profiling information to improve tire tread footprint design, rather than on deciding which testing method to use.

Jeffrey G. Stark, V.P. of Product Development, said, "With the introduction of this expanded version of Tactilus®, Sensor Products is continuing its commitment to broadening its product offerings and further improving system performance by offering sensor platforms in several different architectures: namely capacitive, resistive and piezoelectric based matrix sensors."

On-site demonstrations of Tactilus® can be scheduled by contacting Sensor Products Inc. at 1.973.884.1755, info@sensorprod.com or by visiting [www.sensorprod.com/tactilus](http://www.sensorprod.com/tactilus).

### About Sensor Products Inc.

New Jersey based Sensor Products Inc., established in 1990, is a world leader in the manufacture and distribution of tactile pressure sensing solutions. Their customized and off-the-shelf products are installed within all of the Fortune 500 industrial companies as well as thousands of smaller manufacturing firms. Their sensors are used in applications as diverse as tire testing to semiconductor manufacturing and from R&D labs to space missions. Additionally, Sensor Products provides in-house and on-site stress and pressure mapping analysis, as well as a variety of regional technical seminars. Visit them at [www.sensorprod.com](http://www.sensorprod.com).

### Media Contact:

Arlene Gleicher  
Public Relations  
Sensor Products Inc.  
1-973-884-1755 x5826  
agleicher@sensorprod.com  
pr@sensorprod.com

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