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## **Frost & Sullivan confers the 2006 Growth Strategy Leadership Award on International Electronics and Engineering (IEE) for innovations in automotive safety**

London, 16<sup>th</sup> May 2006 - Frost & Sullivan's 2006 Automotive Chassis & Safety Growth Strategy Leadership of the Year Award is presented to International Electronics and Engineering (IEE) for their exceptional innovation in the field of occupant sensing in the European market for automotive safety. This award is in recognition of IEE's technological innovations and its unique sales strategies that have contributed to its position as a global leader in automotive occupant sensing systems.

"While the European market for passive safety systems comprises mainly commodity-type products, IEE's innovative and cost-effective occupant sensing systems demonstrate the potential growth in emerging passive safety systems market," says Frost & Sullivan Research Analyst Vinay Joshi. "As a pioneer of innovative technologies, IEE holds the patents to several passive safety applications, thus enabling the company to leverage growth opportunities in diverse safety and comfort application areas in a maturing market."

Use of seatbelts is mandatory in Europe; hence, seatbelt reminders and occupant detection systems will experience the highest growth rate within the passive safety systems market with wide installation across vehicle segments. Here, IEE's well-established Seat Belt Reminder (SBR) systems will further strengthen the company's current dominance in the European SBR market. IEE already supplies its products to all the leading vehicle manufacturers in the Europe including BMW, DaimlerChrysler, Ford Motor Company, Fiat, General Motors, Renault-Nissan, PSA and Volkswagen.

IEE has successfully pioneered the design of thin, lightweight, flexible and robust pressure sensors suitable for integration into automotive seats. It has continuously extended its technology portfolio from relatively simple pressure sensors towards multi-sensing, hybrid devices with dedicated algorithms and electronics, as well as towards cutting-edge technologies, such as the 3D MLI vision sensor®.

In keeping with its focus on growth-oriented organizational restructuring, IEE has, over the past five years, shifted from centralized sales and engineering operations to a local servicing strategy. This has resulted in the setting up of technical centers in Detroit, USA and Seoul, Korea.

IEE has effectively leveraged new venues for established products. For instance, a thin, strip-like pressure sensor concept developed initially as window anti-pinch sensors has been successfully re-applied in the new Protecto® system used for pedestrian protection applications.

"Along with products that address occupant sensing, IEE also produces man-machine interface (MMI) devices which offer the possibility of a fully integrated backlighting, thereby creating new business avenues within consumer electronics, cellular telephony and automotive markets," notes Mr. Joshi. "The company also proposes flat, intelligent and highly-integrated input devices for diverse consumer electronics as well as novel vehicle applications."

Frost & Sullivan's Growth Strategy Leadership Award is presented each year to the company that has demonstrated an exceptional growth strategy within the industry in terms of adoption, change and competitive posture through effective sales strategies and product innovations.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research in order to identify best practices in the industry.

## About IEE

IEE S.A., founded in 1989, is headquartered in Luxembourg, Europe. IEE is a pioneering developer and manufacturer of sensors, such as switches and the surrounding components and automotive passenger detection systems. Moreover IEE will play a leading role in the development and application of smart 2D and 3D camera imaging devices. More than 25% of IEE staff work in research and development.

IEE S.A. is ISO 9001, QS 9000, VDA-6.1., ISO/TS16949/2002 and ISO 14001 certified. In FY 2005, revenues from sales exceeded 126.08 million EUR.

IEE has 1,000 employees worldwide, as well as representative offices in Beijing (China) and Tokyo (Japan). The global presence of IEE's partners enables it to offer local services to all its customers. For more information, please visit [www.iee.lu](http://www.iee.lu).

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