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In the News

[NVE Focuses on Spintronics for Smaller, Smarter, Lower-Power Products](#)
Magnetics Business & Technology, March/April 2019

“Our development strategy is smaller, smarter, lower-power products,” he [Daniel Baker] noted.
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New on YouTube

-  [Mechatronic Xylophone using ASR002 Angle Sensors](#)
-  [Self-contained Smart Magnetometer programmer](#)
-  [New GMR Current Sensor / Microcontroller Evaluation Board](#)

Earth Day April 22

NVE is committed to the safety, health, and protection of people and the environment.

For more information, visit our [Environmental and Social Governance page](#).

30 Years of Leadership

NVE is celebrating 30 years of spintronics leadership this month. The company was founded as Nonvolatile Electronics in 1989.



Some of our industry firsts include:

- the first commercial Giant Magnetoresistance sensor in 1994,
- the world's first solid-state isolators in 2000,
- the first commercial TMR sensors in 2009,
- the world's first [TMR isolators](#) in 2018,
- the first [TMR smart magnetometers](#) in 2018, and
- the first [TMR smart angle sensors](#) in 2019.

[More on NVE's History of Innovation »](#)

Upcoming Exhibitions



PCB Design & Manufacturing Live,
May 9, 2019.

Distributor Rhopoint Components will demonstrate our new high-speed angle sensors at a venue known for speed, the Silverstone Circuit racetrack complex in Northamptonshire, England.



Sensors Expo and Conference
June 25 to 27, San Jose, Calif.

Booth 1344 in the *IoT Pavilion*.

Distributor News



Newark
AN AVNET COMPANY

Newark element14 has changed its name to *Newark, an Avnet Company*.

[Newark](#) has been an NVE distributor since 2005, and now carries many NVE sensors and isolators.

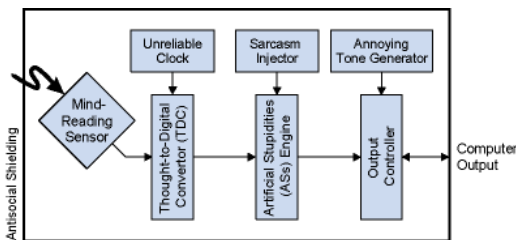
Newark was established in 1934 as Newark Electronics and was acquired by Avnet in 2016. Avnet is one of the world's Top 50 Electronics Distributors according to *SourceToday*.

“Dumb” Sensors

4/1/19—You've heard of our revolutionary “smart” GMR/TMR sensors like the [SM324](#) and [ASR002](#).

This April 1 we're introducing our first “dumb” sensor, the DS001.

Based on a unique neuromorphic mind-reading sensor element, the DS001 provides stupid answers for any question you think of. An unreliable clock, a sarcasm injector, and an annoying tone generator combine for an exceptionally irritating user experience:



The DS001 “dumb” sensor.

Here's just a few of its answers from our laboratory testing:

- “Pardon me, but you've mistaken me for a sensor that cares.”
- “What were you expecting, the answer to life? Get a job.”
- “I'm busy now; can I ignore you some other time?”
- “It's a beautiful day to leave me alone.”