

VOL 2, NO 3

TDK
TDK SenseI

THE PULSE

NEWSLETTER

► **GROWING WITH PURPOSE**

TDK SenseI building momentum in every aspect of the business

► **RECENT HONORS**

TDK SenseI Earns a Spot on Yiu Intelligence's 2026 Global Top 100 AI Commercial Application Value List

► **SENSEI AROUND THE WORLD**

The global push for smarter operations

► **CAREERS AT TDK SENSEI**

On the look-out for quality people to join our quality group

► **Q&A WITH A SALES ENGINEER**

Tim Gicewicz answers customer questions



Growth is often measured in numbers: new hires, new customers, new products, and new markets. While those metrics matter, they only tell part of the story. Meaningful growth is really about expanding our ability to create value, solve complex problems, and help our customers succeed.

Over the past year, TDK SenseEI has continued to build momentum across every area of the business. Our team is growing, bringing together expertise in engineering, product development, AI, sales, and customer success. Each new hire strengthens our ability to innovate, support customers, and scale our impact across industries.

Growth also means working more closely with our customers and partners. Some of our most important advancements have come from listening to the challenges our customers face every day and collaborating with partners to develop solutions that address real-world operational needs.

These partnerships have not only led to successful deployments, but have also helped shape product enhancements, new features, and entirely new applications for our technology. Innovation is rarely created in isolation. It is built through collaboration, feedback, and a shared commitment to solving meaningful problems.

We continue to invest in technologies that bring intelligence closer to industrial assets, helping organizations move from reactive operations to predictive, data-driven decision-making. Every enhancement, new capability, and product launch is designed with a single goal in mind: delivering practical value that improves reliability, efficiency, and operational performance.

Perhaps the most exciting part of growth is that it creates new opportunities to learn. As we enter new industries, deploy in new environments, and work alongside new partners, we gain insights that help us build better products and deliver greater value. This continuous cycle of learning and improvement is what drives lasting innovation.

While much has changed over the past year, our purpose remains the same. We are committed to helping organizations unlock the power of industrial intelligence and transforming data into action. The momentum we are experiencing today is a testament to the dedication of our employees, customers, and partners, and we are excited about what we will accomplish together in the years ahead.



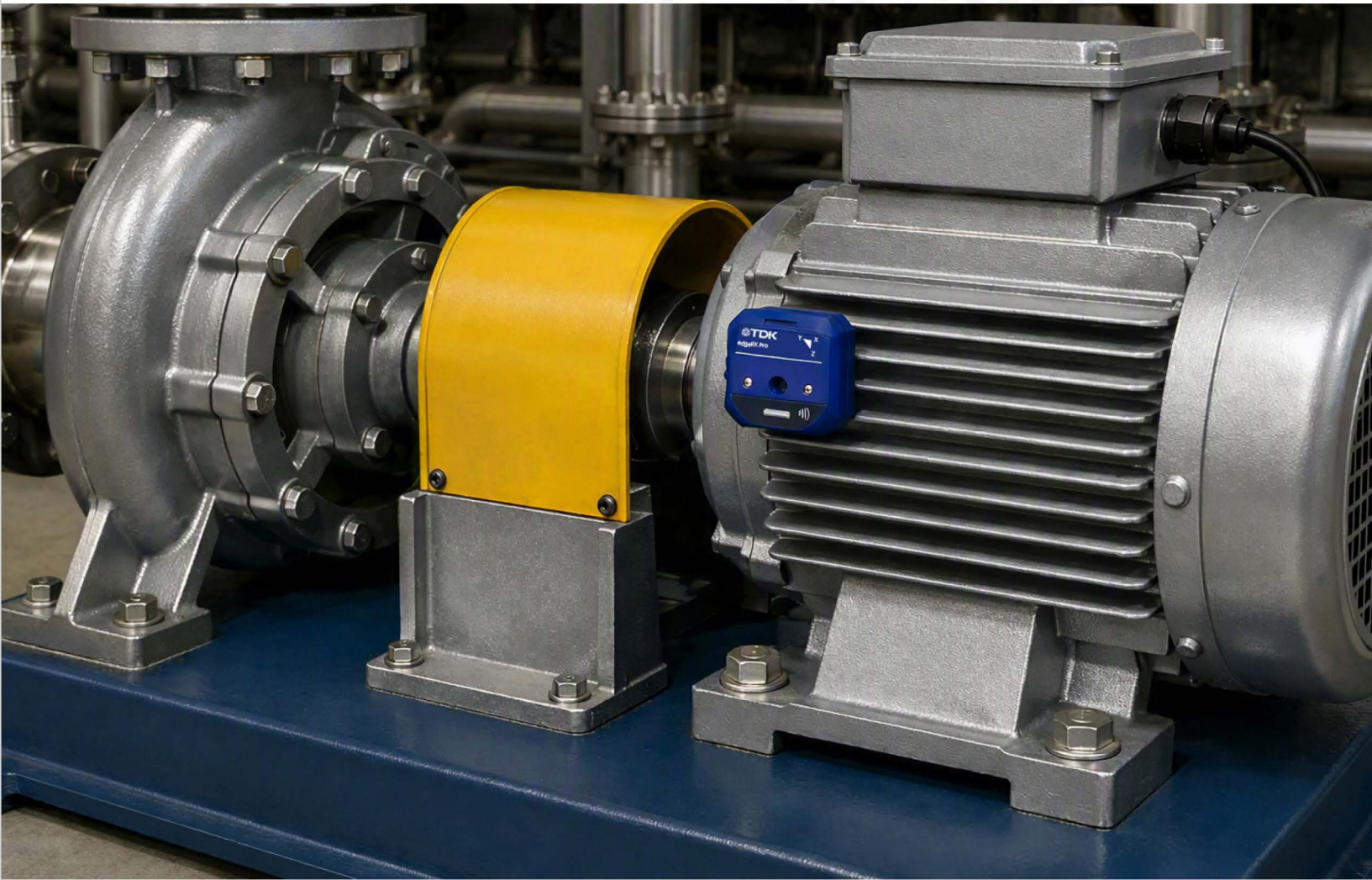
edgeRX™ PRO: Expanding Intelligence at the Edge



TDK SenseI is excited to introduce **edgeRX™ PRO**, the newest addition to the **edgeRX™** predictive maintenance platform.

Designed for industrial environments, **edgeRX™ PRO** expands monitoring capabilities with enhanced sensing, more powerful AI analytics, and greater deployment flexibility. The new sensor combines vibration, acoustic, magnetic, temperature, and rotational motion sensing in a rugged, IP67-rated design. These enhanced capabilities support applications such as leak detection, anomaly monitoring, alignment analysis, and broader asset health monitoring.

With higher sampling rates, stronger on device AI, and support for both wired and battery-powered operation, **edgeRX™ PRO** provides customers with deeper equipment insights and greater flexibility for large-scale deployments. Battery life of up to 10 years enables long-term monitoring with minimal maintenance requirements. The launch of **edgeRX™ PRO** reflects **TDK SenseI**'s continued commitment to helping customers reduce unplanned downtime, improve reliability, and make smarter maintenance decisions through Edge AI.



“**edgeRX™ PRO** gives customers greater flexibility in how they deploy predictive maintenance at scale. By incorporating acoustic and magnetometer sensing, **edgeRX™ PRO** addresses a wider range of predictive maintenance applications.”

Sundeep Ahluwalia
Chief Product Officer, TDK SenseI

Recent Honors



Yiou Intelligence's 2026 Global Top 100 AI Commercial Application Value List

TDK SenseEI has been named to **Yiou Intelligence's 2026 Global Top 100 AI Commercial Application Value List** and recognized among the **Top 50 Overseas AI Enterprises**, highlighting the company's role in delivering measurable business value through real-world AI adoption and deployment.

TDK SenseEI was recognized alongside leading global AI companies including NVIDIA, Microsoft, Amazon, Google AI, OpenAI, Anthropic, Eleven Labs, Stability AI, Snowflake, and Databricks. This recognition highlights the commercial value of our AI solutions and reinforces **TDK SenseEI's** position in advancing industrial intelligence on a global scale.

The annual list recognizes organizations that are successfully transforming industries through innovative AI applications, honoring companies whose solutions demonstrate clear commercial impact and scalability. **TDK SenseEI's** inclusion places it among a distinguished group of global AI innovators driving the next generation of intelligent industrial operations.

As a provider of end-to-end industrial AI solutions, **TDK SenseEI** helps manufacturers improve equipment reliability, reduce unplanned downtime, and optimize operational performance through intelligent predictive maintenance and automated optical inspection. By combining advanced analytics, machine learning, and deep industrial expertise, **TDK SenseEI** enables organizations to move from reactive maintenance models to proactive, data-driven decision-making.

This recognition reflects **TDK SenseEI's** continued commitment to delivering practical AI solutions that generate tangible business outcomes for customers worldwide. It also underscores the dedication of the teams, customers, and partners whose collaboration continues to fuel innovation and growth.

To learn more, read the original announcement from **Yiou Intelligence**: <https://lnkd.in/gTRM5ciX>



Technology Edge AI Deployment Award

We're proud to share that **edgeRX™** has been recognized with the **Technology Edge AI Deployment Award** from the **Pinnacle Awards**. This recognition highlights our commitment to helping industrial organizations leverage edge AI for predictive maintenance, reducing unplanned downtime, optimizing asset performance, and enabling smarter operational decisions.

This achievement reflects the dedication and innovation of our team, as well as the collaboration of our customers and partners who continue to drive meaningful advancements in industrial AI. Thank you to everyone who has been part of this journey. We look forward to continuing to push the boundaries of what's possible at the edge.



Industrial IoT Product of the Year

We're excited to announce that **edgeRX™** has been named a **2026 Industrial IoT Product of the Year** by **IoT Evolution**. The award recognizes innovative technologies that are driving the next generation of industrial transformation through intelligent connectivity, real-time data insights, and advanced automation.

This recognition underscores the impact **edgeRX™** continues to make in helping manufacturers and industrial organizations improve operational visibility, increase efficiency, and accelerate digital transformation initiatives.

We are honored to be recognized alongside some of the industry's leading technologies.

Thank you to our employees, customers, and partners whose expertise, collaboration, and commitment to innovation make achievements like this possible. We look forward to continuing to deliver solutions that help organizations unlock the full potential of Industrial IoT.



Members from our executive team recently met on the ground in Japan—strengthening connections and gaining real-time perspectives from our regional team.

During the visit to the **TDK Technical Center** in Ichikawa, **Sandeep Pandya** (TDK SenseI CEO), **Kyle Arnold** (TDK SenseI CCO), and **Takashi Nakayama** (TDK SenseI GM and Head of Sales) led thoughtful, forward-looking conversations around the evolving landscape for Japanese customers. Together, they traded insights on emerging challenges, rising expectations, and firsthand feedback on **TDK SenseI's** newest innovations.

The visit also included time at the **TDK Museum in Akita**, reflecting on **TDK's** legacy of innovation—an inspiring perspective that reinforces how a strong foundation continues to shape what's next.

The week has been filled with great conversations in Japan, providing real insight into customer priorities and helping us better support our partners.

TDK SenseI focuses on bringing intelligence directly to the edge of industrial operations. By combining advanced sensor technology, artificial intelligence, and real-time analytics, we help manufacturers and industrial organizations gain deeper insight into the health and performance of their equipment.

We're helping to reduce downtime, improve efficiency, and make smarter operational decisions through data-driven insights.

Our solutions **edgeRX™** and **edgeRX™ Vision** provide machine learning algorithms that help detect faults and defects in almost any industrial setting. These solutions can detect anomalies early, support predictive maintenance, improve product quality, and help prevent costly equipment failures before they occur.

By combining powerful AI software with **TDK's** world-class sensor expertise, **TDK SenseI** is enabling the next generation of smart manufacturing and Industry 4.0 operations.





Maintenance and reliability teams face a lot of challenges, from unexpected downtime to limited resources and pressure to do more with less.

Tim Gicewicz, Sr. Sales Engineer at **TDK SenseEI**, answers common questions from customers and shares practical advice for improving reliability, reducing risk, and getting more value from maintenance programs.

What are some of the earliest warning signs of equipment problems that maintenance teams typically miss?

Maintenance teams often focus on obvious symptoms such as high vibration, elevated temperatures, or excessive noise. However, by the time these conditions appear, a fault may already be well developed. The earliest warning signs are typically subtle changes in vibration patterns, imbalance, misalignment, lubrication issues, or shifts in normal operating behavior.

Continuous monitoring and AI-based analytics can detect these small deviations long before traditional alarms are triggered. By identifying trends early, maintenance teams can move from reacting to failures to planning interventions before production is impacted.

How can organizations prioritize which assets to focus on when they can't monitor everything?

The most effective approach is to prioritize assets based on criticality, failure history, and operational impact. The most important asset is not always the most expensive one. In many cases, a relatively low-cost component can bring an entire production line to a stop.

Organizations should focus on equipment whose failure would have the greatest impact on safety, uptime, quality, or maintenance costs. AI-driven monitoring helps identify where developing issues exist so teams can direct resources to the assets that matter most.

Why do so many organizations still struggle with unplanned downtime, even when they have maintenance programs in place?

Many organizations still rely heavily on time-based maintenance schedules, which can result in servicing healthy equipment while emerging issues on other assets go unnoticed. Limited staffing, competing priorities, and reactive repair work often make it difficult to focus resources where they are needed most.

The challenge is not a lack of maintenance activity, but a lack of visibility into asset health. Companies that successfully reduce downtime use condition-based insights to prioritize maintenance efforts and address problems before they lead to production disruptions.



What makes edgeRX™ different from other predictive maintenance solutions?

edgeRX™ combines Edge AI, machine-specific learning, and predictive maintenance analytics in a single platform. Rather than relying on fixed vibration thresholds, it learns the normal operating behavior of each machine and detects changes that may indicate developing faults.

Because AI processing occurs directly at the edge, **edgeRX™** can deliver faster insights while reducing data transmission and storage requirements. It also provides fault classification and prioritized recommendations, helping maintenance teams focus on the assets that require attention most urgently.

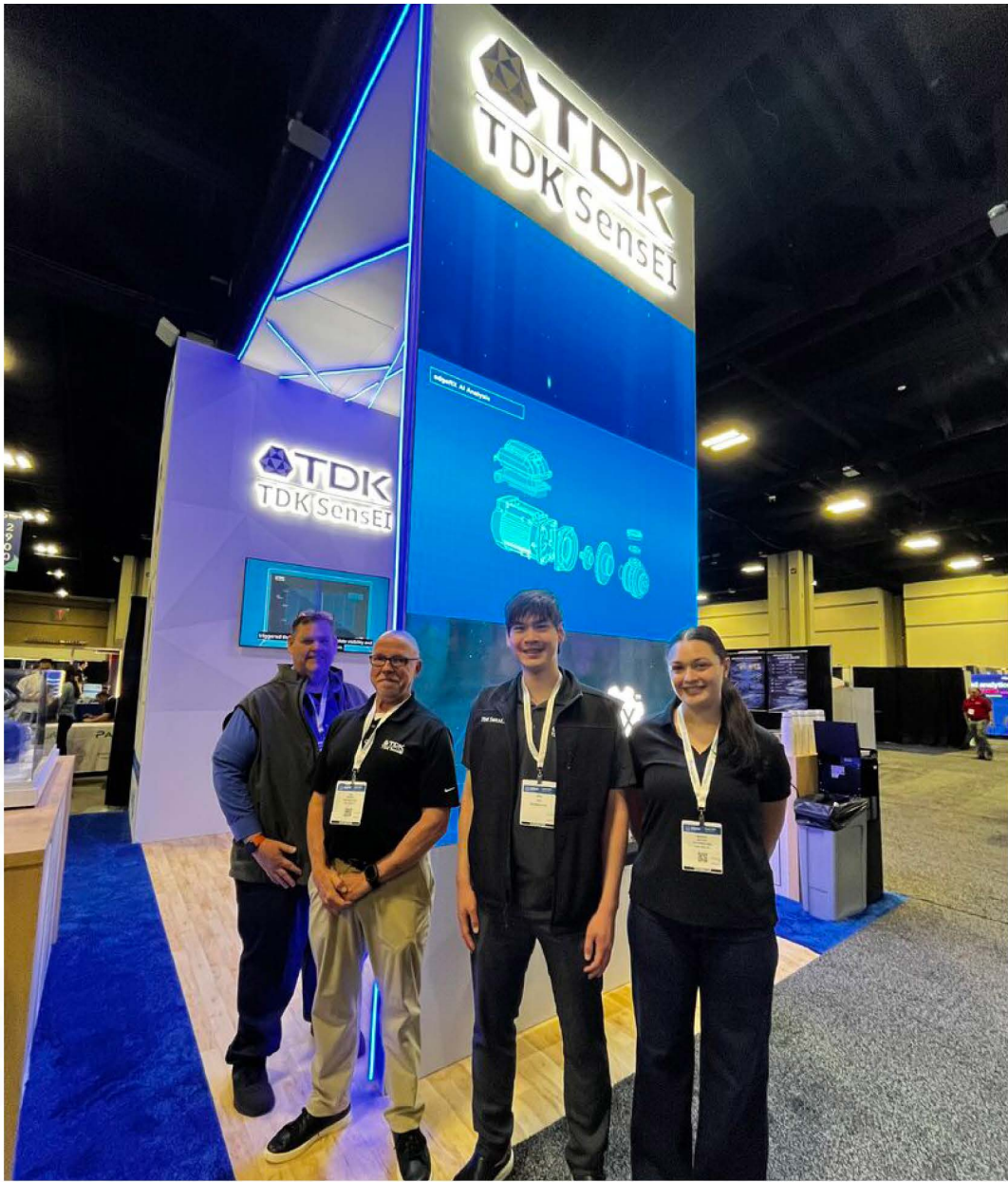
What have customers found most surprising about the insights edgeRX™ provides?

Customers are often surprised by how quickly **edgeRX™** begins providing actionable information. After establishing a baseline, the system can identify subtle changes in equipment behavior that may not be visible through traditional monitoring methods or periodic inspections.

They are also impressed by how the platform converts complex data into clear maintenance priorities. Rather than presenting large volumes of raw information, **edgeRX™** highlights the assets that need attention, helping teams make faster decisions and allocate resources more effectively.



MD&M South
Charlotte, North Carolina
April 22-23, 2026



At **MD&M South 2026** in Charlotte, **TDK SenseEI** connected with engineers, operations leaders, and manufacturing professionals to discuss the growing importance of predictive maintenance in today's industrial environments.

Throughout the event, our team shared insights on how AI-driven maintenance strategies can help organizations reduce unplanned downtime, improve asset reliability, optimize maintenance resources, and make more informed operational decisions. Attendees engaged in conversations around common reliability challenges, best practices for predictive maintenance adoption, and the role of advanced analytics in helping manufacturers transition from reactive maintenance to more proactive, data-driven operations.





Factory Innovation Week
Osaka 2026
Osaka, Japan
May 13-16, 2026



Factory Innovation Week Osaka brought together manufacturers, technology providers, and industry leaders to explore the latest advancements in smart manufacturing, automation, digital transformation, and industrial AI. The event provided a valuable platform for networking, knowledge sharing, and discussions around the future of connected factories and operational excellence.



The RELIABILITY Conference
San Francisco, California
May 19-20, 2026



At **The RELIABILITY Conference (TRC) 2026** in South San Francisco, **TDK SenseI** connected with maintenance, reliability, and asset management professionals while showcasing our predictive maintenance solutions. A highlight of the event was a workshop led by **Vince Broyles, Sr. Director, Sales Engineering & Customer Success**, and **Tim Gicewicz, Sr. Sales Engineer**, titled **"Edge AI — Reactive to Prescriptive (Real Time is Too Late!)."**

The session explored how manufacturers can leverage predictive maintenance with Edge AI to move beyond reactive and real-time monitoring, enabling teams to anticipate equipment issues, make smarter maintenance decisions, and take action before failures impact operations. The presentation sparked valuable discussions around reducing unplanned downtime, extending asset life, and accelerating the transition to more intelligent, data-driven maintenance strategies.

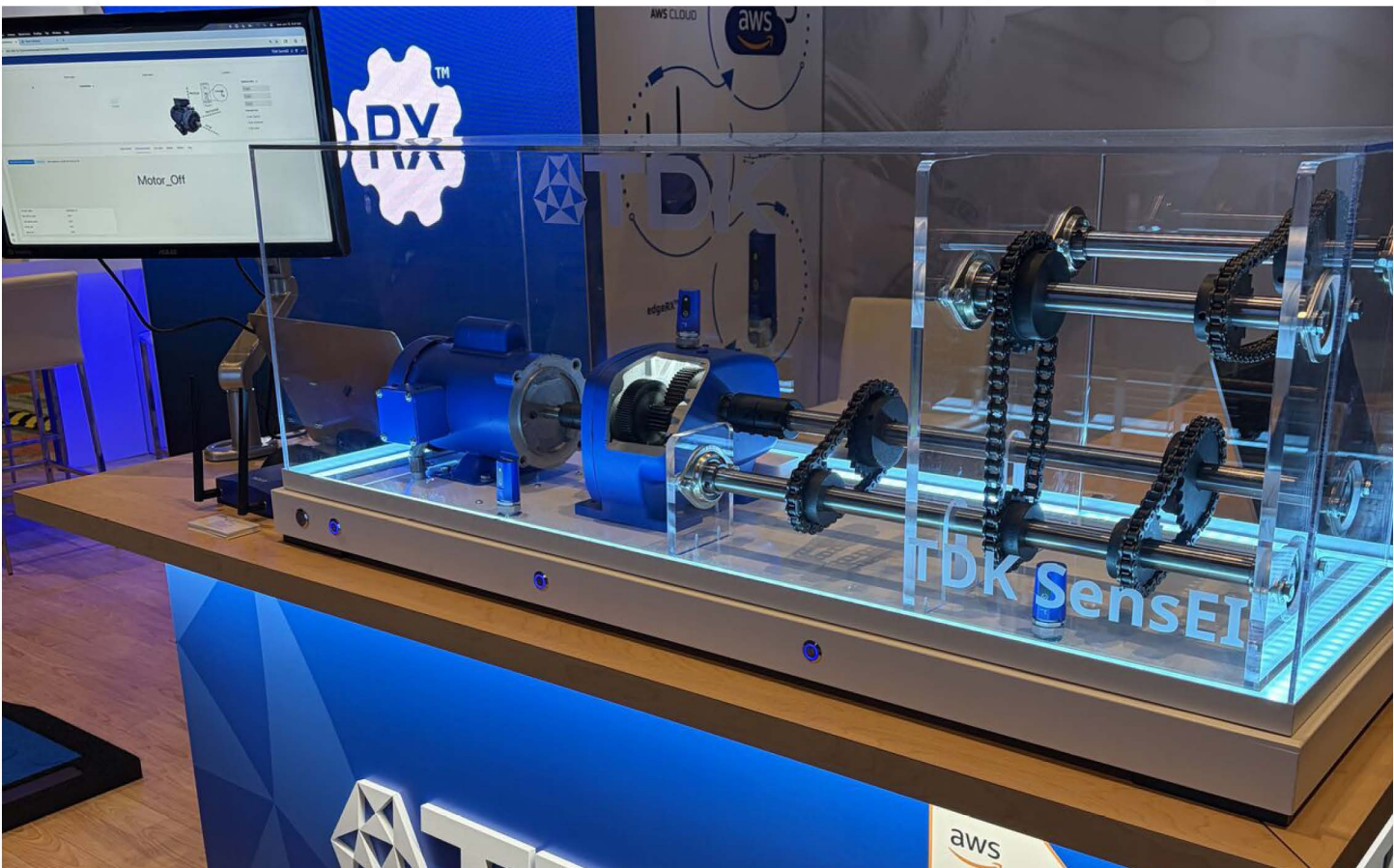


EASA 2026
Orlando, Florida
June 13-16, 2026



At **EASA 2026** in Orlando, **TDK SenseEI** connected with professionals across the electrical apparatus service, repair, and reliability industries to showcase how AI-driven predictive maintenance is helping organizations improve operational performance and reduce downtime.

Throughout the event, attendees explored **edgeRX™**, **TDK SenseEI**'s flagship edge AI solution, and learned how real-time analytics at the edge can enable faster decision-making, increased productivity, and more efficient maintenance strategies. The event provided valuable opportunities to discuss industry challenges, share best practices, and demonstrate how intelligent technologies are helping organizations accelerate their digital transformation initiatives.



Maintenance & Resilience TOKYO

Maintenance & Resilience
TOKYO 2026
Tokyo, Japan
July 15-17, 2026



TDK SenseI Japan recently participated in **Maintenance Resilience Day 2026**, where the team showcased our **edgeRX™** and **edgeRX Vision™** solutions. The event was a great success, attracting maintenance, facility management, and smart manufacturing professionals from across the industry.

Throughout the event, attendees visited our booth to learn how **TDK SenseI** solutions help organizations reduce maintenance costs, improve operational efficiency, and support smarter, data-driven maintenance strategies. The strong engagement and positive feedback highlighted the growing interest in predictive maintenance and intelligent factory technologies.





IMTS2026

INTERNATIONAL MANUFACTURING TECHNOLOGY SHOW

International Manufacturing Technology Show (IMTS)
Chicago, Illinois | September 14-19, 2026

Join **TDK SenseEI** at **IMTS 2026** (September 14–19) to discover how edge AI-driven predictive maintenance, camera vision defect detection, and autonomous intelligence are helping manufacturers reduce downtime, improve quality, and drive smarter operations. Visit our booth to see live demonstrations of the **edgeRX™** portfolio, including **edgeRX™** for predictive maintenance, **edgeRX™ Vision** for automated quality inspection, and a preview of **edgeRX™ Agents**—our next-generation autonomous AI technology.



From Reactive to Autonomous: How AI Agents Are Transforming Predictive Maintenance
IMTS | September 14, 2026 @ 1:30PM CT

Don't miss our featured presentation, **"From Reactive to Autonomous: How AI Agents Are Transforming Predictive Maintenance"**, presented by **Sundeep Ahluwalia**, *Chief Product Officer* at **TDK SenseEI**, on September 14 at 1:30 PM CT. Sundeep will discuss how AI-driven agents are reshaping predictive maintenance by moving organizations beyond condition monitoring and alerts toward autonomous decision-making. Attendees will learn how intelligent systems can analyze equipment health, identify potential failures, recommend corrective actions, and help maintenance teams improve uptime, efficiency, and operational performance across industrial environments.

Planning to attend? Schedule a one-on-one meeting with our team to discuss your goals and see how **TDK SenseEI** can help accelerate your digital transformation journey.

Schedule a 1:1 meeting: [@IMTS 2026](#)



Turbomachinery and Pumps Symposia (TPS)
Houston, TX | September 22–24, 2026

Join **TDK SenseEI** at **TPS 2026**, where rotating equipment, turbomachinery, and reliability professionals come together to explore the latest innovations shaping the industry. Discover how the **edgeRX™** platform helps industrial operators reduce downtime, improve asset reliability, and advance predictive maintenance with AI-driven intelligence.

Join **Vincent Broyles, Sr. Director of Sales Engineering and Customer Success** at **TDK SenseEI**, for **"Predictive Maintenance with edgeRX™"**, on Tuesday, September 22, @ 4:00 PM, where he'll discuss the growing importance of edge AI in predictive maintenance and demonstrate how **TDK SenseEI's** flagship solution, **edgeRX™**, enables predictive maintenance at the edge, earlier fault detection, and smarter maintenance decisions that help manufacturers reduce unplanned downtime and improve operational performance.

Schedule a 1:1 meeting: [@TPS 2026](#)



Electronica Munich
Munich, Germany | November 10-13, 2026

electronica is the world's leading trade fair for the electronics industry, bringing together innovators in semiconductors, sensors, embedded systems, industrial automation, and emerging technologies. Mindsets will be exhibiting within the TDK exhibition area and showcasing **edgeRX™**, demonstrating how Edge AI-powered predictive maintenance helps manufacturers identify equipment issues early, reduce unplanned downtime, and improve asset reliability.



IFMA World Workplace
Anaheim, California | November 18–20, 2026

IFMA World Workplace is a premier event for facility management and workplace professionals focused on smart buildings, operational efficiency, sustainability, and workplace innovation. **TDK SenseEI** will be exhibiting with live edgeRX demonstrations, highlighting how AI-driven PdM can help facility and operations teams optimize maintenance strategies, improve asset performance, and reduce unexpected equipment failures.



AWS re:Invent
Las Vegas, Nevada | November 30 - December 4, 2026

AWS re:Invent is Amazon Web Services' flagship conference, bringing together cloud, AI, machine learning, and technology leaders from around the world. **TDK SenseEI** will showcase **edgeRX™**, demonstrating how Edge AI and connected predictive maintenance solutions deliver real-time equipment insights, enable proactive maintenance decisions, and accelerate industrial digital transformation.

We're growing—and looking for talented individuals to join us on our journey! As **TDK SensEI** continues to expand our global footprint, we're hiring across a variety of roles and regions. Whether you're passionate about engineering, technology, operations, sales, marketing, or customer success, there are exciting opportunities to make an impact. Hear from some of our team members about their experiences, what makes **TDK SensEI** a great place to work, and how they're helping shape the future of industrial AI and predictive maintenance.



Chee Tack Kong

Vice President, Operations & SCM, China

Time with TDK SensEI: One year and six months

***SensEI** has a new and vibrant team, full of dynamics and energy to win in this new start-up business.*



Ryuhei K.

Sr. Sales Manager, Japan

Time with TDK SensEI: Ten months

We have launched our sales activities in an entirely new environment—with new products and a new organizational structure—and are working to expand sales while building relationships with customers, gaining a thorough understanding of our products, addressing customer challenges, and making proposals that add value for our customers.



Kim Zirkelbach

HR Business Partner and Office Manager, Pittsburgh, PA

Time with TDK SensEI: One year and four months

*Working for **TDK** has been a rewarding experience. I joined the company as an **HR Administrator and Office Manager** and have since grown into an **HR Business Partner** role, which reflects the opportunities for growth and development available here. As a growing organization, **TDK** offers tremendous potential, and I so appreciate the supportive leadership, diverse talent, and culture that encourages employees to continuously learn, develop, and succeed*

Interested in joining our team?

Scan the QR code for more information.

