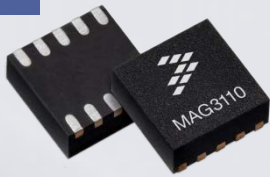


Freescale MAG3110

3-Axis Electronic Compass

Reverse Costing Analysis – May 2012



Physical Analysis of the Devices

Step by Step Reconstruction of the Process Flow

Cost of Manufacturing and Estimation of Selling Price

System Plus Consulting is proud to publish the reverse costing report of the 3-axis electronic compass supplied by Freescale Semiconductor.

The MAG3110 is a 3-axis digital magnetometer using Magnetic Tunnel Junction (MTJ) principle. The manufacturing of the sensor is realized by Everspin Technologies, a leader in MRAM products. Compatible with SMD process, the component is provided in a standard 2x2x0.85mm DFN 10-pin package.

The MAG3110 is suitable for various applications including Electronic Compass, Dead-reckoning assistance for GPS backup and Location-based Services.

This report provides complete teardown of the sensor with:

- Detailed photos
- Material analysis
- Schematic assembly description
- Manufacturing Process Flow
- In-depth economical analysis
- Manufacturing cost breakdown
- Selling price estimation

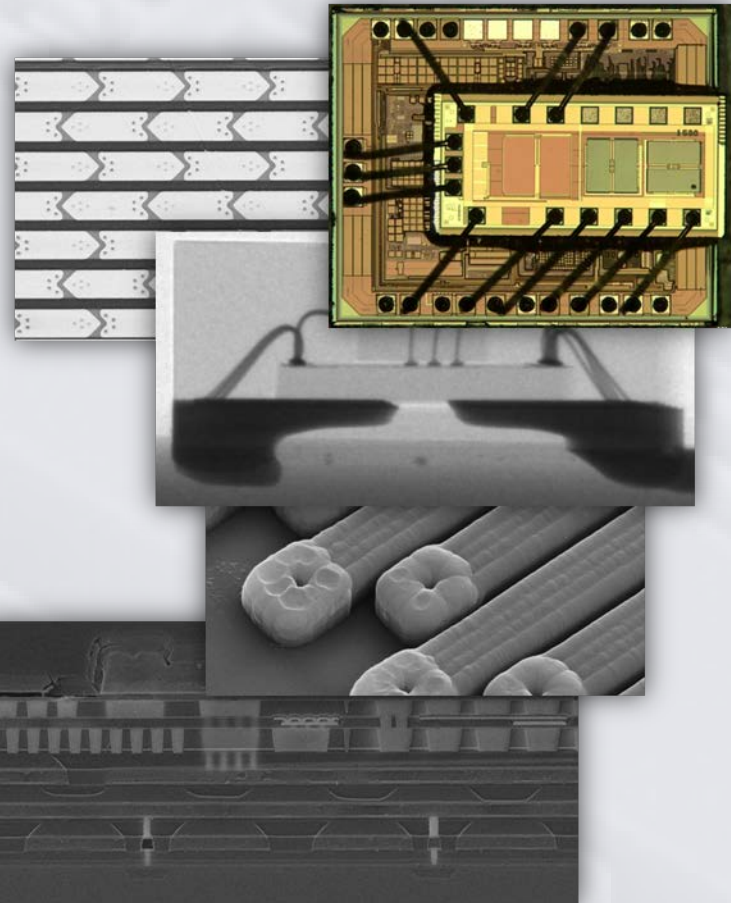


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System Plus Consulting is specialized in the **cost analysis** of electronics from **semiconductor devices** to **electronic systems**. Around this main line System Plus Consulting developed a complete range of services and costing tools to provide **in-depth production cost studies** and estimation of the **objective selling price** of the product.

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