

Isolators

High Performance Phototriacs / Photovoltaic MOSFET Drivers / Isolated Amplifiers



The DNA of tech.

► WHERE TO HUNT

Target Customers: Lutron, Leviton, Honeywell, Eaton, Tesla, Lear, Vitesco, Aumovio, Johnson Controls, Carrier / UTEC, Anodyne, Siemens, Rockwell, Nokia, GE Vernova, Emerson, Copland, Cisco, Baker Hughes, Aptiv, Itron, Landis&Gyr, Xylem-Sensus, Enphase, Nvidia, Bloom Energy, DC Bel

Door Opener Questions:

- Where in your system do you need **reinforced isolation**, and what happens if it fails?
- Are you designing **pre-charge or discharge circuits** that must meet automotive safety standards?
- Are you looking for **non-China / non-Taiwan isolation solutions**?
- Would **ready to use reference designs** help shorten your design cycle?
- Are you sourcing multiple suppliers where **one isolation partner** could simplify your design?

Automotive: battery management systems, pre-charge, active discharge, isolation measurement

Industrial: industrial automation, energy storage systems, isolated current and voltage measurement, lighting, dimmers, solid-state relays

► HOW TO SELL: Sell the Solution, not the component

“Vishay delivers complete isolation solutions that reduce risk, shorten design cycles, and strengthen supply chain confidence.”

- **High performance triacs** in a limited competitive environment
- **Non-China manufacturing** supports tariff and sourcing strategies
- **Automotive-qualified MOSFET drivers** with application-specific reference designs
- **In-house PVG stack** ensures roadmap control and long term availability
- **Isolation amplifiers + Vishay shunts** = one-stop shop (direct cross to TI)

► HOW TO CLOSE: Advancing the opportunity

“We don’t just supply components — we partner with engineers to design the right isolation solution the first time.”

- Pull in **FAEs early** to influence architecture decisions
- Position Vishay as a **TI alternative with broader portfolio depth**
- Reinforce with **capacity investments** supporting electrification growth
- Lock design-in using **evaluation kits, reference designs, and app notes**

Automotive Sensors: Proximity

Force Sensing

VISHAY

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▶ WHERE TO HUNT

Target Customers: Tesla, GM, Ford, Rivian, Lucid motors, Magna, Gentex, Joyson safety systems, Lear, Visteon, Aumovio, John Deere, Amazon Robotics, Aptronik, Agility robotics, Carrier / UTEC

Door Opener Questions:

- Are you looking for an **alternative** to mechanical / capacitive buttons?
- Do you need an alternate solution that **works well with gloves**?
- Should it work through **materials like wood or plastics**?
- Do you need **automotive or consumer** variants?

Automotive: steering wheel switches, volume and climate control switches, gear shift, door handles, DMS mirror

Industrial / medical: thermostats, metering, pressure sensing

Consumer: VR / AR glasses, smart speakers, soundbars, IOT devices, e-bike dashboard buttons

▶ HOW TO SELL: Sell the Solution, not the component

“Vishay force sensing solutions help to understand user intention, reduce false touch, and enhance control and reliability.”

- **ONLY automotive-qualified proximity sensor in the market**
- **Performance:** high resolution offers precise measurements and low tolerance
- **VCNL + haptic actuator (IHPT)** = force feedback solution to enhance user experience

HOW TO CLOSE: Advancing the opportunity

▶ “We don’t just supply components — we partner with engineers to design the robust HMI and sensing solutions the first time.”

- Pull in **tech support in time** to support quick design cycle
- **Lock in** customer design through demo boards, 3D models, simulations, design tools and power consumption calculator
- **Reinforce with resources:** infographics, white papers, application notes, toolkits, videos, tailored follow-ups

Automotive Sensors: Ambient Light (ALS)

Light Sensors

VISHAY

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▶ WHERE TO HUNT

Target Customers: Tesla, GM, Ford, Rivian, Lucid motors, Magna, Gentex, Visteon, Aumovio, John Deere, Apple, Google, Meta, Honeywell

Door Opener Questions:

- Does your application need a sensor **behind tinted / dark glass**?
- Do you need an ALS with **digital or analog output**?
- What is the required **dynamic range** (e.g., 0.1 lux – 100 klux)?
- What kind of **accuracy tolerance** across temperature?

Automotive: rain light sensors, heads-up displays, front sensors, rear mirror dimming, dashboard dimming, car infotainment

AI / industrial: industrial on- / off-lighting operation, optical switch for industrial displays

Consumer / AMS / medical: display adjustment for smart phones, tablets, wearables: smart watches

▶ HOW TO SELL: Sell the Solution, not the component

“Vishay simplifies designs with a complete, customizable portfolio that reduces risk, shortens design cycles, and strengthens supply chain confidence.”

- **Performance: high resolution** allows the sensor to work under dark glass
- **Customized package:** we tailor the right package to your solution
- **True second source to TI's OPT series**
- **Cost competitive options** for industrial and consumer variants

▶ HOW TO CLOSE: Advancing the opportunity

“We don't just supply components — we partner with engineers to design the right ALS in every application solution the first time.”

- **Pull in support early:** engage FAEs / regional technical support
- **Enable the customer:** provide models, simulations, demo boards, quick-turn sampling, support customer mechanical design
- **Reinforce with resources:** infographics, white papers, application notes, videos, tailored follow-ups

Automotive Sensors: High Power Infrared emitters

IR Illumination

VISHAY

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▶ WHERE TO HUNT

Target Customers: Magna, Gentex, Microsoft, Blink, Tesla, JDRF, Joyson, Bosch, Aumovio, Forvia/Faurecia, Valeo, Seeing Machines, SmartEye, Altatherm, Avigilon, Arlo, Wyze, Foresight, Amazon Ring, Rockwell Automation, Honeywell, Boston Dynamics

Door Opener Questions:

- Does your application need **bright IR illumination**?
- Are you looking for **non-China and non-Taiwan** solutions?
- Do you need **automotive or consumer** variants?
- Do you need **customized binning** options?
- Does your application require **red glow suppression**?

Automotive: driver monitoring systems, occupant monitoring systems, speed cameras, number plate recognition

Industry / consumer: CCTV, eye tracking, gaming, smart home, security

▶ HOW TO SELL: Sell the Solution, not the component

“Vishay simplifies your design with a complete, customizable portfolio at the best performance / price ratio. We are continuing the success story by growing our portfolio to continue being the right choice for our customers.”

- **Automotive products and industrial / consumer products** covering different wavelengths and FOVs
- **Non-China manufacturing** versions supports tariff and sourcing strategies
- **True second source** to Osram's SFH series
- **Customizable lens design:** we tailor the right part to your solution: **prototyping within 6 months.**

▶ HOW TO CLOSE: Advancing the opportunity

“We don't just supply components — we partner with engineers to design the right invisible illumination solutions the first time.”

- Pull in **FAEs early** to influence architecture decisions
- Position Vishay as an **Osram, Stanley, Everlight, Luminus alternative with a better cost / performance ratio**
- Reinforce with **product investments** supporting growing portfolio and **offering fast lens prototypes**
- Lock design-in using **simulations and app notes**

Consumer Sensors

Short Distance Proximity Sensors / Long Distance Proximity Sensors

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▶ WHERE TO HUNT

Target Customers: Samsung, Meta, Apple, ASUS, Hisense, Lenovo, Acer, BENQ, Simple Human, Zebra, Sensus, Verkada, Valve, Meituan, Huawei, Eternity, Sony, Sharp, Xiaoyuan, Assaably

Door Opener Questions:

- What type of **proximity detection** do you need? (near range 0-20 cm, long range > 20 cm, human presence, or object recognition)
- What **environment** will the sensor operate in? (indoor \ outdoor)
- What **mechanical or design constraints** should the sensor support? (under glass, acrylic plastic, etc.)
- What **performance characteristics** are important for your application? (high detection accuracy, fast response time, etc.)
- Need an **ambient light sensor**? What's the **view angle**, required package dimensions, supply voltage, current consumption, and sunlight condition?

Applications: Wear detection in over-ear headphones, TWS devices, AI glasses, VR / AR systems, safety features in lighting devices, hand detection in soap dispensers, e-cigarette stick presence detection, smartphones, monitors, smart mirrors, door locks, cabinet tamper detection, pet presence monitoring, interactive kiosks, gesture-based controls, smart vending machines, and touchless interfaces

▶ HOW TO SELL: Sell the Solution, Not the Component

“Vishay delivers proximity sensing that works in real-world conditions where others fail.”

- **Long distance proximity + ALS** in a compact package
- Superior **sunlight cancellation and background immunity**
- Scalable capacity to support **high volume consumer ramps**
- **Non-China** manufacturing supports supply flexibility

HOW TO CLOSE: Advancing the opportunity

“Vishay enables robust consumer designs with predictable performance and supply.”

- ▶ Prove performance with **optical simulations and demos**
- Highlight **2026 capacity scalability**
- Secure early commitments for **next-gen roadmap parts**
- Position Vishay as a **platform supplier**, not a single-part vendor