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## For Immediate Release

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## Mouser Expands its Semiconductor Lineup with Arctic Silicon Devices

Mansfield, Texas, USA – December 22, 2010 – [Mouser Electronics](#), Inc., a worldwide distributor of semiconductors and electronic components, today revealed its global distribution agreement with [Arctic Silicon Devices](#), a fabless semiconductor company providing state-of-the-art ADC-based front-end ICs. Mouser is known for its rapid introduction of the newest products and technologies for design engineers.

Norwegian Arctic Silicon Devices (ASD) offers analog-to-digital converters (ADCs) and application specific standard products based on data converter cores. Mouser's ASD lineup includes a variety of high performance, ultra low power analog-to-digital converters, such as the octal 13-bit ASD1000, the dual 12/13-bit ASD0500, and the 10-bit ASD0400. The ASD value proposition is ultra-low power consumption, ease of use, and cost efficiency, while maintaining state-of-the-art performance.

Olav Lindquist, Vice President of Sales and Marketing for ASD, says, "This agreement is a giant leap for ASD into the worldwide marketplace for mixed-signal semiconductors. Through Mouser, we have now established a well-proven market channel for ASD's products."

Mike Scott, Mouser Vice President of Semiconductors, is pleased to add Arctic Silicon Devices to Mouser's extensive semiconductor linecard. Scott comments, "For design engineers, the addition of ASD's analog-to-digital converters provides a unique mix of features and performance for their newest designs."

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By delivering *tomorrow's technology* today, Mouser is regarded as a leading source for electronic design engineers. With its broad product line and unsurpassed customer service, Mouser offers customers the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches over 6.7 million products to locate over 1.8 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

### **About Mouser**

A wholly-owned subsidiary of Berkshire Hathaway, Inc., Mouser Electronics, Inc. is a semiconductor and electronic component distributor, focused on the rapid introduction of the newest products and technologies to electronic design engineers. Mouser.com features more than 1.8 million products online from more than 400 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices.

Mouser ships globally to over 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility, south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

### **About Arctic Silicon Devices**

Arctic Silicon Devices (ASD) is a fabless semiconductor company based in Trondheim, Norway. The company develops, markets, and sells mixed mode front end chip solutions. ASD aims to become the preferred partner for leading companies within high performance applications by providing state-of-the-art front end ICs like data converter standard products or Application Specific Standard Products (ASSPs) based on data converter cores. The ASD value proposition is the combination of ultra low power dissipation, ease of use, and cost efficiency, while maintaining state-of-the-art performance.

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