For Immediate Release

EDITORIAL/READER CONTACT:
Kevin Hess
Vice President Technical Marketing
Mouser Electronics, Inc.
(817) 804-3833 Direct
(817) 804-3803 Fax
Kevin.hess@mouser.com

Mouser Launches Tyco Electronics
LCD Coaxial Embedded Display Interface (LCEDI) Connectors
Achieves speeds of 2.7 Gbps, named VESA Global Standard

Mansfield, Texas, USA – December 21, 2010 – Mouser Electronics, Inc., known for its rapid introduction of the newest electronic components and technologies, today announced it is stocking Tyco Electronics' next generation LCD Coaxial Embedded Display Interface (LCEDI) family of connectors designed to provide exceptional electrical performance in both low-voltage differential signaling (LVDS) and embedded DisplayPort (eDP) applications.

The connectors provide an interconnection between a notebook LCD panel and a main processor board using micro coax cable or discrete wire at speeds of 2.7Gbps. The ultra-low profile mating configuration offers a user-friendly friction lock mechanism at the shell when mated, or an optional full lock mechanism with pull bar. The Tyco Electronics LCEDI connectors are licensed by I-PEX CO., LTD. and are fully compatible and intermateable with the I-PEX CABLINE-VS connector series, recently selected by VESA (Video Electronics Standard Association) as the global standard for LED backlight, wide panel (16 x 9) interface. To learn more, visit http://www.mouser.com/telcedi/.

With its broad product line and unsurpassed customer service, Mouser offers customers across the globe the latest, most technologically advanced components for their newest design projects. Mouser's rapidly expanding international presence was recognized with Elektra's 2010 European Distributor of the Year Award. 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.

The Newest Products For Your Newest Designs™

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 Tyco Electronics

Tyco Electronics Ltd. is a global technology company with fiscal 2010 sales of US$12.1 billion to customers in more than 150 countries. We design, manufacture and market products for customers in a broad array of industries including automotive; data communication systems; consumer electronics; telecommunications; aerospace, defense and marine; medical; energy; and lighting. With approximately 7,000 engineers and worldwide manufacturing, sales and customer service capabilities, we are a recognized leader in many of the industries we serve. More information on TE can be found at www.te.com.

Trademarks

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. TE (logo) and Tyco Electronics are trademarks of the Tyco Electronics group of companies and its licensors. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.