

## For Immediate Release

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## Mouser Electronics Sole Stocking Distributor of Industry's Smallest Surface Mount Digital Color Sensors from Avago Technologies

***The small form factor ADJD-S311 four-channel digital sensor delivers design flexibility, while reducing design and manufacturing costs.***

**Mansfield, Texas, USA – September 25, 2007 – [Mouser Electronics, Inc.](http://www.mouser.com)**, known for its rapid introduction of the newest products, today announced it is the sole stocking distributor of the industry's smallest surface mount digital color sensor from [Avago Technologies](http://www.avago.com), a leading supplier of analog interface components for communications, industrial, and consumer applications.

The [ADJD-S311](http://www.mouser.com), the industry's smallest color sensor measuring 2.2mm x 2.2mm x 0.76mm, is a CMOS IC with integrated RGB filters for design of portable devices that require higher integration, smaller size, and lower power consumption. The device is a four-channel RGB and clear digital sensor with 10-bit resolution that provides easy integration, installation, and design flexibility.

The small form factor device comes in a chip scale package (CSP) that enables designers to accommodate more enhancements in the same amount of board space, leading to further reductions in design and manufacturing costs. The sensor operates from a 2.5V supply voltage and provides all the circuitry necessary to directly interface with a microprocessor using a conventional two-wire serial interface.

Target applications for these miniature color sensors include mobile and consumer products, such as mobile phones, PDAs, MP3 players, hand-held games, portable color detection and measurement devices, as well as a wide range of other small consumer applications.

"One of Mouser's core competencies is to rapidly stock and market new products for our design engineering customers," said Mike Scott, Mouser's Vice President of Active Products. "Exclusively stocking Avago's new color sensor allows us to create added value for our engineering customers' new product designs."

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Mouser's broad-based product line, unsurpassed customer service, and streamlined warehouse operations make them the design engineer's one-stop shop for all the board-level components and associated development tools necessary for total project design.

Mouser Electronics is the only major distributor to publish a new 1,900+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more than 875,000 products for easy online purchase, provides over 1.5 million cross-references, as well as more than 677,000 downloadable data sheets, supplier-specific reference designs, applications notes, and other technical design information.

### **About Mouser**

Mouser Electronics, Inc. is an electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers. Mouser.com features over 875,000 products online from more than 335 manufacturers. Mouser's 1,900+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

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