

## For Immediate Release

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## **Mouser Electronics Signs Distribution Agreement with Displaytech Ltd.**

### ***Mouser Sole Catalog Distributor of Displaytech's LED Backlights for Monochrome LCDs***

**Mansfield, Texas, USA – January 22, 2008** – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it has signed a distribution agreement with [Displaytech Ltd.](http://www.displaytech.com) to be the sole catalog distributor for their industry-first RGB LED backlight display products. Displaytech is a leading supplier of graphic modules used in diverse applications in telecommunications, automotive, consumer, and industrial markets.

"With Mouser Electronics' extensive customer service and immediate fulfillment capabilities, customers will have access to the newest LCD technology from one of the industry's leading catalog distributors," said Trevor Gates, Displaytech Director of Sales. "Mouser will further enhance our ability to serve the North American marketplace by providing first-in-class support and delivery on the entire Chip-On-Glass line of products utilizing our multi color red, green, and blue LED backlights."

According to Mike Scott, Mouser Vice President of Active Products, the distributor is pleased to engage with Displaytech to rapidly provide design engineers with new products and technologies.

"We are excited to add Displaytech's industry-leading portfolio of LCD products to our linecard," Scott said, "continuing to deliver our customers the industry's newest and most innovative products for their newest designs."

Mouser is the only catalog distributor stocking Displaytech's unique red, green, and blue LED backlights for monochrome LCDs. The LCD pixel remains a fixed color while the backlight changes to red, green, blue or any variation of color the user chooses. All three colors can be turned on to create white. These backlights can be used in a variety of applications including medical, test and instrumentation, office equipment, security devices, aftermarket automotive, kiosks, home automation controls, audio equipment, and a range of consumer electronics.

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Mouser's broad-based product line, unsurpassed customer service, and streamlined warehouse operations make the distributor the design engineer's one-stop shop for all the 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 900,000 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, application 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 900,000 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).

#### **About Displaytech Ltd.**

Displaytech Ltd is a Hong Kong based company specializing in the design and production of Liquid Crystal Displays (LCD), LCD modules (LCM), and turnkey consumer electronic products. Incorporated in 1989, the company now has distribution across North America and Europe, as well as representation in Australia, Asia, and India. The company has established a worldwide customer base, ranging from smaller companies in emerging markets such as India and Latin America, through to internationally renowned companies in USA and Europe. For more information, visit [www.displaytech-us.com](http://www.displaytech-us.com).

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