

## For Immediate Release

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## Industry's First 12-bit DAC with Integrated EEPROM in 6-pin SOT-23 Package Available Through Mouser Electronics

### *Microchip Technology's 12-bit DAC Ideal for Space-Constrained Portable and Battery-Powered Applications*

**Mansfield, Texas, USA –February 5, 2008 –** [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it is stocking the [MCP4725](http://www.microchip.com) 12-bit Digital-to-Analog Converter (DAC) from [Microchip Technology Inc.](http://www.microchip.com) [NASDAQ: MCHP], a leading supplier of microcontroller and analog semiconductors. The device is the industry's first 12-bit DAC to combine integrated EEPROM and 12-bit resolution in a miniature, 6-pin SOT-23 package.

The low-power, single-channel DAC has a buffered voltage output and is ideal for space-constrained portable and battery-powered applications found in a variety of markets. Non-volatile EEPROM enables MCP4725 DAC settings to be recalled at power up, meaning a microcontroller is not required if the DAC output does not need to change. This provides flexibility for system designers and helps reduce cost, power consumption, and design footprint.

The highly accurate DAC has extended battery life due to a low power consumption of just 0.06 microamperes in shutdown. The onboard precision output amplifier enables a rail-to-rail analog output, allowing the DAC output to fully utilize the entire voltage range. The MCP4725 is ideal for use in a variety of applications ranging from personal media players, digital cameras, and GPS devices to handheld instruments, LED lamps, and security systems.

The MCP4725 Evaluation Board (Part # MCP4725EV) is available to help quickly evaluate the MCP4725 in various applications. The board works for Microchip's PICkit™ Serial Analyzer (Part # DV164122) for fine tuning applications or independently with an application board.

"By immediately stocking the newest technologies like the MCP4725 DAC from Microchip, our design engineering customer base can develop with the newest products on the market, allowing them to differentiate their products in the marketplace," said Mike Scott, Mouser's Vice President of Active Products.

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Known for its broad-based product line, unsurpassed customer service, and streamlined warehouse operations, Mouser continuously offers customers the most innovative products and latest technologies for their new design projects.

Mouser Electronics is the only major distributor to publish a new 2,100+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more than 925,000 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 925,000 products online from more than 335 manufacturers. Mouser's 2,100+ 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 Microchip Technology**

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller and analog semiconductors, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at [www.microchip.com](http://www.microchip.com).

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