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For Immediate Release

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Mouser Expands Product Portfolio of Texas Instruments New Data Converters

High-Performance Analog-to-Digital and Digital-to-Analog Converters for Analog Applications

Mansfield, Texas, USA – September 19, 2007 – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it has expanded its portfolio of new data converters from Texas Instruments.

Mouser and Texas Instruments work hand-in-hand to ensure the availability of TI's newest products through the distributor's practice of same-day shipping with no minimum order requirement.

"Mouser intends to establish itself as the go-to channel for new TI products," according to Mouser Electronics President Glenn Smith. "We want engineers to think of us first when they are considering the newest TI products for their new design projects."

Several new TI data converters, including high-performance analog-to-digital and digital-to-analog converters are now in stock and available for immediate purchase through Mouser.

The ADS5231 is a dual low-power, high-speed, high-dynamic range, 12-bit 40 mega samples per second (MSPS) pipelined analog-to-digital converter (ADC) that includes a high-bandwidth sample-and-hold amplifier delivering excellent spurious performance up to and beyond the Nyquist rate. The differential nature of the sample-and-hold amplifier and ADC circuitry minimizes even-order harmonics and gives excellent common-mode noise immunity. The device provides the ability to set the full-scale range of the converter without any external reference circuitry, while the internal reference can also be disabled, allowing low-drive external references to be used for improved tracking in multi-channel systems. The ADS5231 is pin-compatible to TI's previously released 12-bit 65MSPS ADS5232 and upcoming 10-bit 65MSPS ADS5237.

The ADS8326 is a low-power, 16-bit 250kSPS, successive approximation (SAR), analog-to-digital converter (ADC), requiring very little power even when operating at full data rate. At lower data rates, the high speed of the device enables it to spend most of its time in the power-down mode,

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The Newest Products For The Newest Designs

reducing power to under 200 μ W at 10kSPS data rate. Operating with voltage supplies down to 2.7V, the device is footprint-compatible with TI's other MSOP-8 devices and guaranteed over the industrial -40°C to +85°C temperature range.

The ADS1278 is an 8-channell, 24-bit, delta-sigma ADC which provides a simultaneous-sampling measurement system with outstanding DC accuracy and AC performance. This device features 62kHz bandwidth, 0.8 μ V/C offset drift and up to 111dB signal-to-noise ratio (SNR). Four operating modes allow for optimization of speed (128kSPS data rate), resolution (111dB SNR) and power dissipation (7mW/channel mode). A selectable frame-sync or SPI serial interface provides convenient interfacing to DSPs, FPGAs, and microcontrollers.

The DAC8871 is a 16-bit, single-channel, serial interface \pm 18V (high voltage bipolar) output capable digital-to-analog converter (DAC). This device has ultra-low power, high-accuracy, and operates from a dual power supply of \pm 13.5V to \pm 19.8V. The output can be unipolar from 0 to +18V or bipolar up to \pm 18V. The device also provides excellent linearity (\pm 1LSB), low noise, and fast settling (1 μ s) over the specified temperature range of -40°C to +105°C. It also features a high-speed (50MHz) SPI-compatible serial interface that enhances communications with a DSP, FPGA or microprocessor

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 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 and interactive online catalog is updated daily, contains more than 870,000 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 870,000 products online from more than 335 manufacturers. Mouser's 1,950+ 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.

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