

For Immediate Release

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Mouser is First to Stock the New Atmel AT91SAM9M10 Embedded MPU!

Mansfield, Texas, USA — August 23, 2010 - Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it is stocking new product from Atmel.

The Atmel AT91SAM9M10 multimedia-enabled high-performance embedded microprocessor (MPU) combines user interfaces, video playback, and connectivity. The AT91SAM9M10 is an ARM926-based device running at 400MHz. This Atmel MPU includes a hardware video decoder, a 2D accelerator, an LCD controller, a resistive touchscreen, a camera interface, audio, Ethernet 10/100, and high-speed USB and SDIO. The Atmel AT91SAM9M10 MPU is targeted at media rich display and control panels in industrial application segments, such as home and commercial buildings, POS terminals, entertainment systems, Internet appliances, and medical.

To learn more, visit <http://www.mouser.com/atmel>.

Known for its focus on design engineers with its broad product line, unsurpassed customer service, advanced on-line catalog and innovative product marketing, Mouser continuously offers customers the newest products and latest technologies for their new design projects.

Mouser Electronics' website with interactive online catalog is updated daily and searches over 5 million products to locate over a million part numbers available for easy online purchase. Plus, it houses downloadable data sheets, supplier-specific reference designs, application notes, technical design information and engineering tools.

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 more than a 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 270,000 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.

About Atmel

Atmel Corporation is a global leader in designing, manufacturing and marketing advanced semiconductors including microcontroller (MCU), programmable logic, and nonvolatile memory. By combining these core technologies, Atmel meets the evolving and growing needs of today's electronic system design engineer through the production of general purpose and application specific system level integrated chips. Atmel's world class expertise and wealth of experience in system-level integration enable all of Atmel's products to be developed from their constituent blocks with minimum delay and risk. For more information, visit <http://www.atmel.com>.

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