MOUSER ELECTRONICS
a tti company

1000 N. Main Street
Mansfield, TX 76063
www.mouser.com

(817) 804-3800

For Immediate Release

Atmel mSilica LED Drivers are available at Mouser!

November 22, 2011 - Mouser Electronics, Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced it is stocking new product from Atmel.

Atmel LED Drivers are system-centric, mixed-signal LED driver ICs. They serve the broad-based and rapidly growing backlighting and solid-state lighting markets with applications that include LCD TVs, PC monitors, specialty panels (industrial, military, medical, avionics, etc.), and general illumination. Atmel LED Drivers utilize a proprietary and patented combination of analog and digital circuit techniques. Additionally, by delivering a system-centric approach, these advanced devices provide solutions for local and global dimming, power management, signal conditioning, and smart interfacing. This allows electronic equipment manufacturers to significantly enhance product features, while improving power efficiency, reliability, and cost/performance.

To learn more, visit http://www.mouser.com/atmelmsilica.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 19 global support locations and the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches more than 8 million products to locate over 2 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

About Mouser

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 2 million products online from more than 450 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 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit www.mouser.com.

The Newest Products for Your Newest Designs™

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.

Trademarks

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

-30-

Further information, contact:
Kevin Hess, Mouser Electronics
Vice President Technical Marketing
(817) 804-3833
Kevin.Hess@mouser.com

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Corporate Communications & Media Relations Manager
(817) 804-7764
Kelly.DeGarmo@mouser.com

The Newest Products for Your Newest Designs™