

For Immediate Release

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Mouser has the New Freescale Semiconductor MCF5301x ColdFire® Microprocessors

Mansfield, Texas, USA — July 21, 2010 - Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it is stocking new product from Freescale Semiconductor.

The Freescale Semiconductor MCF5301x ColdFire® Microprocessor (MPU) combines low power, high integration, and connectivity peripherals with a voice codec and amplifiers to provide an ideal solution for general purpose industrial control and optional digital voice functionality. The Freescale Semiconductor MCF5301x MPU family includes the high performance V3 ColdFire core, large on-chip SRAM (128 Kbytes), DDR / SDRAM controller, and optional hardware encryption, making this the lowest power per performance ColdFire MPU to date. The audio system of the MCF5301x MPU includes a speech CODEC, microphone, headset and loud speaker amplifiers, and an optional NRE-free VoIP-based digital voice solution designed specifically for industrial and consumer applications. This Freescale Semiconductor device supports extensive connectivity functions with dual 10/100 Ethernet MACs, two USB controllers, three UARTs, two smart card interfaces, SPI, I²C, SSI, and an SDIO host controller for easy connection to flash memory cards or wireless connectivity modules such as Wi-Fi.

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

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.

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About Freescale Semiconductor

Started in 1953, Freescale Semiconductor, Inc. was the semiconductor product sector of Motorola, Inc., earning the reputation of innovator and pioneer in the global semiconductor industry. Today Freescale is an industry leader in the design and manufacture of embedded semiconductors for the wireless, networking, automotive, consumer, and industrial markets. For more information, visit <http://www.freescale.com>.

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