

For Immediate Release

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STMicroelectronics M24LR64-R Dual Access Protocol RF EEPROM is ready to make your life easier. And you can get it at Mouser!

Mansfield, Texas, USA — March 24, 2010 - Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it is stocking new product from STMicroelectronics.

The STMicroelectronics M24LR64-R Dual Access Protocol RF EEPROM family of memories provides the flexibility to remotely program or update electronic products anytime during their lifetime and anywhere in the supply chain. The EEPROM memory bank of the STMicroelectronics M24LR64-R can be accessed either by a standard I²C interface or by an ISO 15693 RF interface. The ISO 15693 RF interface is based on a passive RFID technology that does not require a battery or power to operate but instead gets the energy and data stream from the RF reader. This STMicroelectronics Dual Access Protocol EEPROM family is based on two industry-standard interfaces and features a unique and flexible data protection scheme that protects some or all of the information contained in the memory. The M24LR64-R family is optimized for use in a variety of applications, including medical equipment, industrial equipment, factory and building automation, computers / peripherals, and consumer electronics.

To learn more, visit <http://www.mouser.com/stm24lr64>.

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 STMicroelectronics

STMicroelectronics is a global independent semiconductor company and a leader in developing and delivering semiconductor solutions across the spectrum of microelectronics applications. An unrivaled combination of silicon and system expertise, manufacturing strength, Intellectual Property (IP) portfolio, and strategic partners positions, STMicroelectronics is at the forefront of System-on-Chip (SoC) technology and its products play a key role in enabling today's convergence trends. For more information, visit <http://www.st.com>.

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