

For Immediate Release

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Mouser Expands Offering of the New Sharp Microelectronics Memory LCD Display Modules!

Mansfield, Texas, USA — March 02, 2011 - Mouser Electronics, Inc., regarded as a top global engineering design resource for semiconductors and electronic components, today announced it is stocking new product from Sharp Microelectronics.

Sharp Microelectronics' Memory LCD technology delivers high-contrast, high-resolution displays that allow for denser content than many other types of similar-sized LCDs, but only consumes 0.8% of the power of these conventional displays. Sharp's Memory LCD modules embed 1-bit memory in every pixel to enable each pixel to hold state while requiring very little current. This delivers an "always on" display that uses little power (only a single supply voltage is required), even when updating images. This helps designers create products with exceptionally long battery life. It also eliminates sweeping images or "ghosting", because only the part of the image that requires updating needs to be changed. The response time of Sharp's Memory LCD Displays makes it fast enough to display motion video. Bold and crisp black images are delivered by high-resolution capability in a small diagonal display. A lightweight, two-glass design, plus an integrated driver in the panel, provides an exceptionally thin module that's perfect for compact handheld, wrist-top, and other small-screen devices that benefit from displaying rich content. Incorporating the Memory LCD into a design is simple with a 3-wire SPI serial interface (SI, SCS, SCK). To learn more, visit

<http://www.mouser.com/sharpmemorylcd>.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in emerging technologies. Mouser offers customers the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches nearly 7 million products to locate over 1.8 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 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 1.8 million products online from more than 400 manufacturers. Mouser publishes multiple catalogues 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.

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About Sharp Microelectronics

Sharp Microelectronics is a world leader in memory ICs, regulators, and optoelectronics.

Sharp Microelectronics' parts and products pack the most performance into the smallest dimensions. The components, component packaging, and integration skills Sharp Microelectronics developed help thousands of design engineers bring their own ambitious ideas to market. For more information, visit <http://www.sharpsma.com>.

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