For Immediate Release

Mouser Launches The New Texas Instruments MSP430 Capacitive Touch BoosterPack for LaunchPad!

Mansfield, Texas, USA — April 19, 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 Texas Instruments | Microcontrollers.

The Texas Instruments 430BOOST-SENSE1 Capacitive Touch BoosterPack is a plug-in daughter card board for LaunchPad. This TI MSP430 Capacitive Touch Booster Pack features several capacitive touch elements, including a scroll wheel, button, and proximity sensor. Also on-board this TI BoosterPack are 9 LEDs that provide instant feedback as users interact with the capacitive touch elements. A timer-based UART enables communication to a PC for feedback via GUI or hyperterminal. This BoosterPack also includes a pre-programmed MSP430G2452IN20 MSP430 Value Line microcontroller. When paired with the LaunchPad kit, the TI 430BOOST-SENSE1 Capacitive Touch BoosterPack provides a complete hardware and software reference design to enable developers to quickly and easily replace any physical button with a capacitive touch element. This is the simplest, most cost effective solution for adding capacitive touch differentiation in many applications, such as consumer electronics, point of sales machines and other devices with a physical button. LaunchPad is an easy-to-use development tool intended for beginners and experienced users alike for creating MPS430 MCU-based applications.
To learn more, visit http://www.mouser.com/ticaptouchboosterpack.

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 over 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 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 1.8 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 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.

About Texas Instruments | Microcontrollers

Texas Instruments (TI) offers designers the broadest range of embedded control solutions from ultra-low-power MSP430 and 32-bit ARM® Cortex-M3™-based Stellaris® microcontrollers and Cortex R4F safety critical MCUs to 32-bit real time TMS320C2000™ MCUs. For more information, visit http://focus.ti.com/mcu/docs/mcuhome.tsp?sectionId=101&DCMP=TIHomeTracking&HQS=Other+OT+home_p_micro.

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, Inc.
Vice President, Technical Marketing
(817) 804-3833
Kevin.Hess@mouser.com

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