For Immediate Release

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Mouser Electronics and eInfochips Reach Global Distribution Agreement
Stock includes the DVPB-HD – High Definition Digital Video Processing Board

Mansfield, Texas, USA – April 28, 2009 – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it has reached a global distribution agreement with eInfochips, an innovative company that offers a full range of Chip/ASIC, embedded systems, and software product development tools.

Mouser's stock includes the DVPB-HD Digital Video Processing Board, which is a rapid prototyping board based on Texas Instruments DM6467 DaVinci™ technology. Featuring all of the commonly required peripheral interfaces, the high definition digital video processing board is software compatible with the TI TMDSEVM6467 for easy porting of applications from the TI EVM to the DVPB-HD, thus enabling developers to jump start their prototype.

Mike Scott, Mouser Vice President of Active Products, says, "We welcome eInfochips to Mouser's expanding 3rd party developer linecard. Their innovations were recognized by Texas Instruments at the 2008 Developer Conference with an award for Outstanding Work on DaVinci™ Technology. Mouser's goal is to have the most desired development tools in stock in support of our semiconductor suppliers' newest technologies."

Ajat Dhawal, Director of Sales and Business Development for eInfochips, states "We are very pleased to partner with Mouser Electronics. Their expertise in global distribution will greatly broaden eInfochips' reach into a targeted customer base. We look forward to an outstanding partnership with Mouser."

Known for its broad-based product line, unsurpassed customer service, and streamlined warehouse operations, Mouser continuously offers customers the most innovative products and latest technologies for their new design projects.

The Newest Products For The Newest Designs

Mouser Electronics is the only major distributor to publish a new 2,184+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more than a million products for easy online purchase, provides over 1.5 million cross-references, as well as more than 900,000 downloadable data sheets, supplier-specific reference designs, application notes, and other technical design information.

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 390 manufacturers. Mouser's 2,184+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 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.

About eInfochips

eInfochips offers a full range of services and solutions in Chip/ASIC, Embedded Systems, and Software Product Development for diverse industries, including Video, Security/Surveillance, Semiconductor, Consumer Electronics, Industrial Automation, Medical/Healthcare, Automotive, Networking, Avionics & Defense, and Machine Vision/Image processing. Embedded solutions provided by eInfochips include Development Platforms, Protocol Stacks, Application Frameworks, Device Drivers, and Codecs and DSP algorithms. For more information, visit http://www.einfochips.com.

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