



1000 N. Main Street  
Mansfield, TX 76063  
[www.mouser.com](http://www.mouser.com)

(817) 804-3800

## For Immediate Release

### EDITORIAL/READER CONTACT:

#### **Kevin Hess**

Director of Marketing & Business Development  
Mouser Electronics, Inc.

(817) 804-3833 Direct

(817) 804-3803 Fax

[Kevin.hess@mouser.com](mailto:Kevin.hess@mouser.com)

## Mouser Electronics and Digital View Group Sign Global Distribution Agreement

### *Inventory Includes LCD Controllers for a Variety of Applications*

**Mansfield, Texas, USA – November 29, 2007 – [Mouser Electronics, Inc.](http://www.mouser.com)**, known for its rapid introduction of the newest products, today announced it has signed a global distribution agreement with [Digital View Group](http://www.digitalviewgroup.com), a leading global supplier of high-performance digital display solutions.

Digital View Group products offer advanced LCD interface solutions for digital displays, digital media players delivering high-impact content in retail applications, and ruggedized LCD controller solutions designed for marine, military, and mobile visual systems industries.

“Mouser Electronics is Digital View’s most efficient path to the electronics engineering community,” said Stephen Simons, Digital View Group Channel Manager. “Their enhanced display technology initiative, as well as robust relationships with LCD manufacturers like Sharp and Optrex, were critical factors in our decision to add Mouser as an industry partner.”

Simons went on to explain that “liquid crystal displays are the technology of choice for information display, as well as a cost-effective replacement for yesterday’s cathode ray tubes, LED character displays, and analog gauges. Digital View is pleased to partner with Mouser and reach their customers who utilize LCDs of all sizes in developing new military, public signage, point-of-sale, advertising, and industrial applications.”

According to Mike Scott, Mouser Vice President of Active Products, the distribution agreement with Digital View Group capitalizes on Mouser’s core competencies of fast introduction, extensive stocking, and promotion of the newest products to the design engineering community.

“We are pleased to add Digital View’s prestigious brand of LCD interface products to our linecard,” Scott said. “Their innovation and quality are very well-known to engineers developing new products using liquid crystal display technology. Digital View’s products provide a great complement to our growing offering of LCDs and the necessary components to design complete LCD solutions.”

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***The Newest Products For The Newest Designs***

Mouser's broad-based product line, unsurpassed customer service, and streamlined warehouse operations make the distributor the design engineer's one-stop shop for all the components and associated development tools necessary for total project design.

Mouser Electronics is the only major distributor to publish a new 1,900+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more than 900,000 products for easy online purchase, provides over 1.5 million cross-references, as well as more than 677,000 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 over 900,000 products online from more than 335 manufacturers. Mouser's 1,900+ 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](http://www.mouser.com).

### **About Digital View Group**

Established in 1995, Digital View Group is one of the world's foremost suppliers of advanced interface solutions for the LCD display market and a world leader in the supply of retail video promotion and digital signage solutions. The company also develops display electronics products and services used in demanding specialized OEM applications. Digital View has sales offices worldwide in Morgan Hill, CA, USA, London, England, and Hong Kong. For more information, visit [www.digitalview.com](http://www.digitalview.com).

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