

For Immediate Release

EDITORIAL/READER CONTACT:

Kevin Hess

Director of Marketing
Mouser Electronics, Inc.
(817) 804-3833 Direct
(817) 804-3803 Fax
Kevin.hess@mouser.com

Mouser Electronics Signs Distribution Agreement with Noritake Co., Inc.

Innovative Vacuum Fluorescent Display Modules Feature High Brightness and Advanced Graphics Capability

Mansfield, Texas, USA –March 17, 2008 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it has signed a distribution agreement with [Noritake Co., Inc.](http://www.noritake.co.jp), a technology leader for vacuum fluorescent display (VFD) modules.

Noritake's innovative vacuum fluorescent displays (VFDs) offer high brightness, wide viewing angles, wide temperature ranges, multiple functions and fonts, as well as advanced graphics capability.

According to Mike Scott, Mouser Vice President of Active Products, introducing these VFD modules to Mouser's engineering customers will penetrate new markets and bring new customers to Noritake.

"Our engineering customers' require rapid introduction of the newest products and technologies for their design projects," Scott said. "By adding these new products to our linecard, we're able to offer our customers complete design solutions and quickly introduce Noritake's products to a previously untapped segment of the engineering community."

Noritake's new compact, low-power, low-cost [U-version VFD modules](#) have an 8- and 4-bit parallel interface, as well as an LCD compatible interface. The modules feature a 5V single power supply, power saving mode, wide viewing angles, four levels of brightness control, and a wide operating temperature range.

Noritake's [Show and Tell™](#) module features advanced chip-in-glass and MCU technology, as well as superb built-in VFD graphics capability. Built-in features include eight levels of brightness control, wide viewing angle, up to four independent windows with individual control, and a wide operating temperature range, as well as optional color optical filters and luminance. Many built-in International fonts are included to provide convenient programming capability.

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.

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Mouser Electronics is the only major distributor to publish a new 2,100+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more than 940,000 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 940,000 products online from more than 335 manufacturers. Mouser's 2,100+ 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 Noritake Co., Inc.

Noritake Co., Inc. is a leading supplier of vacuum fluorescent display (VFD) modules. For more information visit www.noritake-elec.com.

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