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For Immediate Release

Mouser offers ARM Targeted Systems Design with Embedded Artists AB

New kits and boards shorten design cycles to speed development.

June 1, 2011 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, announced its worldwide distribution partnership with [Embedded Artists AB](#). Embedded Artists creates high-quality development kits, evaluation boards and OEM boards for processors from NXP Semiconductors, which are used to accelerate embedded development.

As an authorized global distributor, Mouser gives design engineers fast, easy access to Embedded Artist's line of high quality Development Kits, Evaluation Boards and OEM boards needed for developing complex embedded systems. The Boards are used for prototyping, evaluation/education and in customers' target applications, which reduces the time, risk and cost in embedded projects and gives customers reliable solutions and a solid infrastructure.

"We are excited to announce our partnership with Embedded Artists," says Russell Rasor, Mouser's Vice President of Advanced Technology. "Their commitment to providing low-cost tools geared towards shortening the design cycle fits very well with Mouser's commitment to providing our customers with a time-to-market advantage. In addition, it further enhances our broad portfolio of products targeting embedded systems design."

Anders Rosvall, CEO of Embedded Artists, states, "Our partnership with Mouser will help us greatly expand our customer base worldwide through their comprehensive catalog and online database. We look forward to advancing our mutual goal of supplying engineers with the latest in high-quality developer's kits, evaluation boards and OEM boards, helping customers avoid development frustration and focus on their own value-added application."

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With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 17 global support locations and the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches more than 7.5 million products to locate over 1.9 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 Embedded Artists AB

Embedded Artists is a private company based in Sweden, founded in the year 2000. The main focus of the company is to make development of Embedded Systems as easy and cost efficient as possible. As experts on embedded systems, Embedded Artists offers a full line of services from board level designs and hourly consulting to complete systems. Embedded Artists is a competent partner during the entire development process - from idea to profitable product. Visit <http://www.embeddedartists.com/> for more information.

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

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