

For Immediate Release

Mouser Launches New Automotive Application Site that puts Design Engineers in Driver's Seat

July 17, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, launched a new application and technology site on Mouser.com focused on Automotive Design. The new site helps speed design engineers in finding the latest automotive advancements, sourcing product information via block diagram navigation, and pinpointing the latest technical resources in as few clicks as possible. The site features new products from industry-leading manufacturers, such as Texas Instruments, Freescale Semiconductor, Maxim Integrated Products, ON Semiconductor, OSRAM Opto Semiconductors, KEMET, Molex and Microchip Technology, to name just a few.

Mouser's Automotive Application site is a comprehensive application resource center covering key systems including the Instrument Cluster, Rear Vision Systems, Keyless Entry, plus other insightful industry news that gets engineers moving quickly down the design road. In addition, the site provides extra resources to help spearhead design development such as in-depth industry articles, white papers and a comprehensive library of technical resources that can be reviewed by topic or supplier. The site's block diagram navigation and streamlined graphical interface is designed to speed navigation. Engineers can quickly navigate to products and information based on defined parameters and engineering standards – all centered on automotive-specific design needs. To experience the new site and its user-friendly graphical interface, visit <http://www.mouser.com/automotive-applications/>.

Kevin Hess, Mouser Vice President of Technical Marketing, shared the basic rationale behind creating the new site. "The automotive industry requires tougher, more reliable parts, capable of withstanding mechanical shock, high temperature, intense vibration and more. From automotive-grade microcontrollers to AEC-qualified capacitors, engineers looking to deliver the next generation of vehicles will find Mouser's Automotive Application site both helpful and intuitive, providing useful application information and component selection criteria in a single click."

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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 19 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated daily and searches more than 8.9 million products to locate over 3 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 Electronics

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 3 million products online from more than 450 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 375,000 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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