

## For Immediate Release

### **Mouser Brings the Future In Touch with Launch of New Touch Technology PKC Training Site**

**April 23, 2012** – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, has unveiled its new [Touch Technology](http://www.mouser.com/Touch_Technology) Product Knowledge Center (PKC) application training site on Mouser.com. The new site is engineered to help design engineers find the latest advancements in touch technology, trends and supporting product information in as few clicks as possible. The new site complements Mouser's broad line card, which includes 3M, Atmel, Cypress Semiconductor, Freescale Semiconductor, Microchip Technology, Azoteq, Amulet Technologies and Newhaven Display, plus many other leading suppliers in touch technology.

Kevin Hess, Mouser Vice President of Technical Marketing, touched on the goal of the overall site design. "In our rushed, touch-and-go world, we wanted to create a new PKC that places the latest innovations and advancements in touch technology at the design engineer's fingertips... allowing them to quickly find the solutions they need with a single click. At Mouser, we understand the one component that engineers can't get enough of is time. And that's why our Touch Technology PKC is as quick and intuitive as the latest touch screen."

Organized into four sectors: Technology, Featured Products, Articles, and Design Resources, Mouser's Touch Technology PKC application training site is a comprehensive resource, covering all areas of touch, including touch buttons, sliders, and wheels that are beginning to replace traditional switches, as well as touch screen technology that is now common in portable consumer devices. Technology guides and product selection are grouped by touch displays, touch overlays, touch controllers ICs, and development kits, with the newest products available for design easily found under the featured products section. Therefore, engineers can quickly narrow in on a set universe of products based on defined parameters/engineering standards for their specific design needs.

To view information by application or end equipment rather than product, the design engineer can quickly reference the Resource Guide. It contains applications information, tutorials and white papers, videos, plus other helpful design sources to help fast-track the overall design process. Arranged neatly into defined categories, the information can be quickly referenced by supplier or topic. More importantly, the site is constantly being updated and refined as touch technology continues to evolve.

To explore the new site, visit [www.mouser.com/Touch\\_Technology/](http://www.mouser.com/Touch_Technology/).

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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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