



1000 N. Main Street  
Mansfield, TX 76063, USA  
mouser.com

(817) 804-3800

## For Immediate Release

### **Mouser Electronics and Mitsubishi Electric Join Forces to Distribute the Latest TFT-LCD Modules and Design Accelerator Kits**

**August 23, 2011** – [Mouser Electronics](#), Inc. and [Mitsubishi Electric](#) & Electronics USA's Semiconductor Division today announced a new distribution alliance that will provide design engineers with fast, seamless access to Mitsubishi Electric's high-performance TFT-LCD modules and design accelerator kits. For design engineers, the distribution alliance means fast, seamless access to a wide range of design configurations and resolutions. Mitsubishi Electric is a world leader in TFT-LCD technology that brings improved capability and optimum performance to a variety of industrial applications.

"Mouser is pleased to announce our agreement with Mitsubishi Electric's US semiconductor division," says Russell Rasor, Mouser's vice president of Advanced Technology. "Mitsubishi Electric and Mouser share a commitment to deliver the most innovative technologies to engineers for their newest designs. We look forward to working with Mitsubishi to offer their TFT-LCD products to our engineering base."

"In partnering with Mouser Electronics, we are placing our products in the hands of a company that is pushing the envelope in electronics distribution," says Daniel Chen, product marketing manager, Mitsubishi Electric & Electronics USA's Semiconductor Division. "Design engineers want the most advanced products delivered quickly and reliably. With our newest innovations delivered by Mouser's state-of-the-art facility and distribution process, our customers can reduce the time-to-market of their latest designs."

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 8 million products to locate over 2 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.

-- continued --

**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 2 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 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>.

**About Mitsubishi Electric & Electronics USA's Semiconductor Division**

A top-10 global leader in optical, high-frequency and power compound semiconductors, Mitsubishi Electric & Electronics USA's Semiconductor Division offers a well-balanced portfolio of semiconductors to meet major system-level requirements. The semiconductor division helps the world's leading manufacturers and suppliers get to market faster, more competitively and at lower overall cost with semiconductor solutions for automotive, communications, networking, industrial and consumer electronics. Mitsubishi Electric's advanced GaAs and InP products provide unmatched flexibility, design reuse, innovative packaging options, ultra-low power and proven high quality across a wide range of technologies. To learn more about Mitsubishi Electric & Electronics USA's Semiconductor Division, visit [www.mitsubishichips.com](http://www.mitsubishichips.com) or call 408.727.3111.

**Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

-- 30 --

Further information, contact:  
Larry Johannes  
Mouser Electronics  
Vice President Strategic Marketing  
(817) 804-3534  
[larry.johannes@mouser.com](mailto:larry.johannes@mouser.com)

For product information, contact:  
Daniel Chen  
Mitsubishi Electric  
Product Marketing Manager  
(408) 727-3111  
[daniel.chen@meus.me.com](mailto:daniel.chen@meus.me.com)

For press inquiries, contact:  
Kelly DeGarmo  
Mouser Electronics  
Corp. Communications  
(817) 804-7764  
[kelly.degarmo@mouser.com](mailto:kelly.degarmo@mouser.com)