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For Immediate Release

Mouser Unveils New Lighting Product Knowledge Center Training Site

February 15, 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 [Product Knowledge Center](http://www.mouser.com/lighting) (PKC) training site on Mouser.com covering the entire lighting ecosystem.

The new site is completely redesigned to help design engineers find the latest lighting advancements, trends and supporting product information in as few clicks as possible. The new site complements Mouser's broad line card, which includes Cree, Avago Technologies, OSRAM Opto Semiconductors, Texas Instruments, STMicroelectronics, Maxim Integrated Products, and other top suppliers of LEDs, drivers, lenses, connectors, circuit protection, and thermal protection.

Kevin Hess, Mouser Vice President of Technical Marketing, sheds light on the overall site design. "Ultimately, we wanted to create a new PKC interface that was intuitive enough for design engineers to navigate without having to experience any learning curve, allowing them to find the exact information they need even faster. At Mouser, we realize the one component that's always in short supply is time, and that's exactly what our newest PKC delivers – a quicker, in-depth, more user-friendly lighting resource."

Mouser's lighting PKC application training site is a comprehensive resource center spanning three areas: products, applications and design engineering resources. The Lighting Product Selector Guide is arranged into five main product categories with a graphical interface to speed navigation. Engineers can quickly narrow in on a set of products based on defined parameters/engineering standards geared to their specific design needs. To experience this new graphical interface, visit <http://www.mouser.com/lighting>.

The Applications Guide assists design engineers in finding products tailored for a particular end equipment lighting application such as high bay lighting or MR16 replacement. This guide navigates by block diagram, which provides a higher system level view. In addition, the site features a Resource Guide – containing videos, selection guides, white papers, application notes, key industry trends, plus other helpful design sources to help fast track the overall design process.

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Arranged neatly into defined categories, information can be quickly referenced by supplier or topic. All in all, design engineers can have confidence knowing the site is constantly being updated and refined as lighting technology moves further and further away from the Edison bulb.

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 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.

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 325,000 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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