

For Immediate Release

Mouser Connects Design Engineers at Advanced Technology Virtual Conference

Popular conference now available on-demand

July 12, 2011 – [Mouser Electronics](#), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, hosted the highly successful “Newest Products & Advanced Technologies Online Event” for design engineers on Wednesday, June 22. The free virtual conference is now available on demand, through September 22, to give engineers easy access to educational presentations and industry leading supplier resources from the live-day event. Simply click [here](#) to view the presentations.

“This online event was an innovative way to provide engineers relevant, educational information on the newest electronic components, technologies and applications,” says Kevin Hess, Mouser Electronics’ Vice President of Technical Marketing. “Mouser is continually promoting what’s next in advanced technologies. The exceptional program content and networking connections gave attendees an opportunity to learn and share successful approaches to innovation design with industry experts from leading manufacturers. The event was a great success.”

Presentations were given by Texas Instruments, Maxim Integrated Products, Microchip Technology, TE Connectivity, Panasonic Electronic Components, including a keynote from Kyle Weins of iFixit. Other participating suppliers included Cymbet Corporation, Honeywell Sensing and Control, Lantronix, Littelfuse and Omron Electronics.

Event attendees discussed technology trends impacting the engineering marketplace and attended presentations that covered topics such as Kinect technology, solid state lighting, ultrasound, smart grid, and smartphone technology. Industry leading manufacturers were on hand to chat directly with the attendees about topics ranging from the latest in component R&D activities, to key issues and news-making headlines. Attendees experienced what's impacting the dynamics of electronic component manufacturing and learned how to get their designs to market faster.

"Participation in this online event with the GlobalSpec community sponsored by Mouser Electronics allows Panasonic Electronic Components the opportunity to present new and unique product information in a concise, immediate and user friendly format directly to the desktop of the design engineer," says Sandy Jaouen, Strategic Marketing Manager for Panasonic Electronic Components. "Attendees save the cost of traveling to the show and being away from the office and get superior exposure to our products and services with immediate access to stocked parts. You can't ask for a better way to work on design in!"

For more information, or to access the on-demand Mouser event, [click here](#).

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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 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 400 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>.

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