

For Immediate Release

Mouser Introduces PKC Training Site on Advanced Sensor Technologies

December 20, 2011 – [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) (PKC) training site on Mouser.com covering [sensor](http://www.mouser.com) technology. The new site is technology-based and created to help design engineers find the latest advancements, trends and supporting product information.

Kevin Hess, Mouser Vice President of Technical Marketing, describes the overall objective of the new site in this way. “Design engineers may not always think in terms of part numbers when starting their design process. Instead, they start out thinking about researching new technologies, and what information they will need to know in addressing various system challenges before moving forward. The purpose of the site needs to be both educational and product-based. Otherwise, it is difficult to add value to the engineer.”

In response, Mouser’s sensor technology PKC training site is designed to provide engineers ease-of-navigation as they explore the numerous categories of sensor technology that Mouser has to offer. To learn more, visit http://www.mouser.com/sensor_technology/

Additionally, the site features video, selection guides, white papers, application notes, product brochures and data sheets along with helpful measurement and calibration resources to help fast track the overall design process. A key trend or focus we are seeing is sensor fusion. Sensor fusion utilizes multiple sensing technologies and processing techniques that are uniquely tailored for various environments – leading to a smaller, turnkey solution that transmits more information than using independent sensors. At last, the site highlights the latest technological advancements and newest products from Texas Instruments, Honeywell Sensing & Control, Omron, Freescale Semiconductor, Vishay Intertechnology and STMicroelectronics, among others. Overall, design engineers can take comfort knowing the site is constantly being updated and refined as sensor technology morphs and evolves.

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Design engineers can stay up to speed with over 1860 Product Knowledge Center (PKC) training sites, easy to navigate on Mouser.com by product category, application or manufacturer.

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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