



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

(817) 804-3800

For Immediate Release

Mouser Collaborates with Texas Instruments to Offer *TI FRAM for Dummies*

August 2, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it worked with [Texas Instruments](http://www.ti.com), a worldwide, leading embedded processing and analog semiconductor company, to offer the *TI FRAM for Dummies* book, an in-depth design engineering resource covering key areas of Ferroelectric Random Access Memory (FRAM) capabilities and applications.

TI FRAM for Dummies is an invaluable resource for understanding the technology behind FRAM, incorporating FRAM in embedded technologies, accelerating development time and enabling truly differentiated solutions. The book is specially designed to help engineers rethink their system architecture in ways that will increase operating life, reduce system cost and build more reliable products. To order your free copy of *TI FRAM for Dummies*, visit www.mouser.com/framfordummies.

“FRAM is rapidly becoming an alternative to flash and EEPROM-based microcontrollers in ultra-low power solutions,” says Kevin Hess, Mouser Vice President of Technical Marketing. “FRAM has a reputation as an ultra-low power, differentiated and more secure solution for embedded applications. This gives design engineers an avenue to bring their technologies to the next level, and Mouser is proud to stock the most cutting-edge FRAM products to help them achieve their design goals.”

FRAM microcontrollers from TI enable smarter ultra-low-power applications that do more, and as a TI distributor, Mouser stocks the widest selection of TI’s newest components and development tools and provides same-day quick shipping to its customers across the globe on most orders received by 8 pm U.S. CST. Mouser’s website is updated daily and searches millions of products to locate orderable part numbers available for easy online purchase. Mouser.com also houses technical design information, data sheets, supplier-specific reference designs, application notes, and engineering tools. Visit www.mouser.com/ti for information on all TI products.

-- continued --

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>.

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

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Corp. Communications & Media Relations Mgr.
(817) 804-7764
kelly.degarmo@mouser.com