

## For Immediate Release

# Murata's AMR Magnetic Switch Sensors Ideal for Mobile Applications

## *Mouser Introduces Full Range of Murata AMR Switches*

**January 11, 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 the availability of [Murata](http://www.mouser.com)'s AMR (Anisotropic Magneto Resistance) Magnetic Switch Sensors. These robust switch sensors, which are being featured by Murata at this week's CES event in Las Vegas, set a new standard for reliability, sensitivity, and detection area.

Murata's AMR Magnetic Switch Sensors are non-contact magnetic sensors of high sensitivity for use in a relatively low magnetic field in either a vertical or horizontal direction. With no mechanical components, AMR sensors are more reliable and robust than Hall Effect IC's or reed switches. Murata's AMR Sensors are ideal for open/close applications such as mobile phones and notebook PC's, as well as in consumer white goods, industrial and security equipment. A wide range of sensitivities are available. To learn more, visit <http://www.mouser.com/murataAMR/>.

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.

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### **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>.

### **About Murata**

Established in 1944, Murata has focused on the R&D of functional ceramic and the development of their potential applications. Ceramic technology is growing increasingly important as a key driving force in the creation of a new electronics revolution for the 21st century. Murata's commitment to this endeavor has resulted in their introducing a wide, diverse range of innovative ceramic electronic components. Murata Electronics N.A., Inc.'s product line includes capacitors, resistors / thermistors, coils (inductors), EMI suppression filters, resonators, piezo alarms, IF / RF filters, and RF connectors.

### **Trademarks**

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Further information, contact:  
Kevin Hess, Mouser Electronics  
Vice President Technical Marketing  
(817) 804-3833  
[kevin.hess@mouser.com](mailto:kevin.hess@mouser.com)

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