



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

(817) 804-3800

For Immediate Release

Mouser Delivers Meta Watch™ Bluetooth® Wearable Watch Development System Featuring TI Technology

February 27, 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 has the [Meta Watch™](#) Bluetooth® Wearable Watch Development System available for immediate delivery.

The system consists of a watch that utilizes embedded Bluetooth technology to connect to smartphones, tablets, and other electronic devices and features a 3 ATM water resistant stainless steel case, leather strap, mineral glass crystal, vibrating motor, three-axis accelerometer, and ambient light sensor. Also included is a USB programming clip that connects the four waterproof pins on the back to a Texas Instruments Flash Emulation tool inside the clip. Using the Meta Watch platforms, you can create wearable extensions of your application, web service, sensors, or other devices.

Embedded systems developers benefit from the Meta Watch's open-source, low-power, multi-threaded embedded watch firmware, the ability to embed their thread to a wearable system, and from the Meta Watch's in-circuit debugging that does not require opening the watch.

Smartphone application developers can quickly and easily create consumer experiences that extend to the wrist, as well as provide hands-free, quick-glance notifications at the right time and place, allowing users to stay connected while on-the-go. The open-source, message-based protocol over the Bluetooth serial port profile provides added convenience and functionality.

Developers using the Meta Watch Bluetooth Wearable Watch Development System can target specific markets and applications including messaging, alerts, notifications, social networking service updates, turn-by-turn directions, LBS notifications, sports performance feedback, music controls, and more. Learn more at <http://www.mouser.com/timetawatch/>.

-- 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 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>.

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:
Kevin Hess, Mouser Electronics
Vice President Technical Marketing
(817) 804-3833
kevin.hess@mouser.com

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