

## For Immediate Release

# Mouser to Empower Design Engineers at Embedded World 2020 with Latest Technologies, Dev Kit Giveaways and More

*Authorized Global Distributor to Exhibit in Hall 3A Stand 111*

**February 10, 2020** – [Mouser Electronics](http://www.mouser.com), Inc., the authorized global distributor with the newest semiconductors and electronic components, will exhibit at [Embedded World 2020](https://www.embedded-world.com), the world's largest exhibition and conference focused on embedded technologies, February 25–27 in Nuremberg, Germany. Mouser representatives will be at Stand 111 in Hall 3A of Nürnberg Messe to discuss the entire spectrum of embedded systems and innovative solutions from the distributor's line card of over 800 manufacturers.

“With the industry’s largest range of stocked development kits and an unrivalled choice of peripheral components, Mouser is a champion of engineers and innovators everywhere,” says Graham Maggs, Mouser Vice President of Marketing EMEA. “We are proud to provide designers with the inspiration and support they need to solve the next level of real-life challenges.”

This year’s stand will also feature an immersive “Future Cities” augmented reality area, where visitors can visualize the technology that cities of the future will offer to their inhabitants. In line with this forward-looking theme, Mouser is also encouraging sustainability by giving away reusable water bottles, which can be refilled at the stand’s eco-friendly water station.

Visitors to Mouser's stand can test their luck at the “Spin to Win” game for a chance to win one of over 1,000 development kits up for grabs over the course of the three-day event. Before the start of Embedded World, attendees can [register for a chance to win](https://www.mouser.com/embeddedworld/) one of 10 full-function development kits from leading manufacturers Analog Devices, Infineon, Intel®, Microchip Technology, NXP Semiconductor, ON Semiconductor, Raspberry Pi, Seeed Studio, Silicon Labs, STMicroelectronics, Texas Instruments, Würth Elektronik, and Xilinx.

To learn more and to register for a chance to win a development kit, visit <https://www.mouser.com/embeddedworld/>.

As an authorized distributor, Mouser Electronics is focused on the rapid introduction of new products and technologies, giving customers an edge and helping speed time to market. Over 800 semiconductor and electronic component manufacturers count on Mouser to help them introduce their products into the global marketplace. Mouser's customers can expect 100% certified, genuine products that are fully traceable from each manufacturer.

With its broad product line and unsurpassed customer service, Mouser strives to empower innovation among design engineers and buyers by delivering advanced technologies. Mouser stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is continually updated and offers advanced search methods to help customers quickly locate inventory. Mouser.com also houses data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

### **About Mouser Electronics**

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 5 million products from over 800 manufacturers. Mouser offers 27 support locations around the world to provide best-in-class customer service and ships globally to over 630,000 customers in 223 countries/territories from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

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