



US Headquarters  
1000 N. Main Street, Mansfield, TX 76063, USA  
(817) 804-3800 Main  
[www.mouser.com](http://www.mouser.com)

## For Immediate Release

# Mouser Electronics Sponsors India Electronics Week 2020, Showcases Latest Technologies from Leading Suppliers

**February 11, 2020** – [Mouser Electronics](http://www.mouser.com), Inc., the New Product Introduction (NPI) leader that empowers innovation, proudly announces its Associate Partner sponsorship of [India Electronics Week 2020](http://www.indiaelectronicsweek.com), occurring February 13–15 at KTPO Trade Center in Bangalore. Visitors to the Mouser Booth I-63 will discover a wide range of innovative solutions for applications such as automotive, wireless technology, Internet of Things (IoT) and power management, and can take part in hands-on, interactive sessions with industry leaders to share design ideas, discuss challenges, and find tomorrow’s innovations.

The 2020 event marks the fifth year that Mouser is an Associate Partner sponsor of India Electronics Week, which highlights the achievements of the electronics industry in India and beyond. Mouser will have an exclusive booth displaying the newest products from Mouser’s valued suppliers [Analog Devices](http://www.analog.com), [Microchip Technology](http://www.microchip.com), and [NXP Semiconductors](http://www.nxp.com), with special focus on energy measurement, automotive, wireless, and IoT solutions.

“India Electronics Week gives Mouser an opportunity to talk with design engineers, learning about their design successes and challenges, and informing them about the latest technologies and solutions from our 800-plus manufacturers,” said Mark Burr-Lonnon, Mouser Senior Vice President of Global Sales and Service. “Through events like India Electronics Week — which promotes cutting-edge topics like IoT, smart lighting, Industry 4.0, embedded systems, and 3D printing — we hope to help shape the innovators, inventors, startups, and engineers who will create future technological wonders.”

During [India Electronics Week](http://www.indiaelectronicsweek.com), Mouser will spark the imagination of design and aspiring engineers, demonstrating some of the latest wireless and IoT technologies. Microchip will demonstrate an IoT-related solution on custom boards based on the ultra-low power Microchip [ATSAMD21](http://www.microchip.com) microcontrollers. Analog Devices will showcase [ADE9153A](http://www.analog.com) ICs with mSure<sup>®</sup> diagnostics technology, which enables direct and noninvasive monitoring of electric meter accuracy and faults in real-time. NXP will offer discuss automotive Bluetooth Low Energy solutions and provide an e-cockpit demo using the [iMX 8QuadMax and i.MX 8QuadPlus](http://www.nxp.com) applications processors.

Attendees can also learn about the range of [free ECAD resources](http://www.mouser.com) available on Mouser.com, including PCB footprints, schematic symbols and 3D models for more than 1.1 million components. The resources, powered by SamacSys, work seamlessly with top engineering CAD systems to end the decades-old problem of easy access to high-quality PCB library content, for every component and every engineer.

To learn more about Mouser Electronics at India Electronics Week, visit <https://apac.info.mouser.com/indiaelectronicsweek-2020>.

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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– 30 –

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

For press inquiries, contact:  
Kelly DeGarmo, Mouser Electronics  
Manager, Corporate Communications and Media Relations  
(817) 804-7764  
[Kelly.DeGarmo@mouser.com](mailto:Kelly.DeGarmo@mouser.com)