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

For Immediate Release

Join Mouser Electronics at IoT World 2018 for Latest in Connected Technology

May 8, 2018 – Mouser Electronics, Inc., the New Product Introduction (NPI) leader empowering innovation, invites engineers to visit its exhibit at Internet of Things World 2018, May 14 – 17 at the Santa Clara (Calif.) Convention Center. Mouser representatives will be at Booth 1040 to help designers find inspiration for their projects with the newest products and technologies.

Internet of Things (IoT) World is the world's biggest IoT event, featuring experts from across the IoT ecosystem who will discuss the best technologies and innovations impacting every vertical market in IoT. The event features over 300 exhibitors and 50 sessions covering industrial IoT, smart home, smart cities, security, edge computing, artificial intelligence, health care, and transportation.

"We are excited to exhibit at this year's IoT World, which gives us a fantastic opportunity to meet with design engineers and discuss how Mouser and its over 700 manufacturers can support their IoT design requirements," said Kevin Hess, Senior Vice President of Marketing for Mouser Electronics. "We're also proud to showcase our latest issue of the Methods e-zine, which focuses on digital twinning: an innovative approach to design and maintenance in industrial IoT."

Attendees can visit the Mouser booth to learn how the global authorized distributor is uniquely positioned to support IoT design and prototype requirements. On display will be new products from AAEON UP, Cypress Semiconductor, Microchip Technology, Nordic Semiconductor, NXP Semiconductors, ON Semiconductor, Panasonic, Qorvo, Semtech, Silicon Labs, Skyworks, STMicroelectronics, TE Connectivity, and Texas Instruments.

Mouser representatives will be available to discuss the fascinating and relevant articles from Mouser's *Methods* e-zine, a valuable source of design information that provides exclusive information on prototype development that every design engineer needs to drive new levels of innovation. Visitors to the Mouser booth can also enter for a chance to win a set of Bose QuietComfort 35 wireless noise-cancelling headphones.

To learn more, visit eng.info.mouser.com/iotworld-2018.

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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 700 manufacturers. Mouser offers 22 support locations around the world to provide best-in-class customer service and ships globally to over 600,000 customers in 170 countries from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit www.mouser.com.

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Further information, contact:
Kevin Hess, Mouser Electronics
Senior Vice President of Marketing
(817) 804-3833
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