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For Immediate Release

New Technology Site from Mouser Electronics Focuses on RFID and NFC Technologies

July 25, 2013 – [Mouser Electronics](http://www.mouser.com), Inc. announces the launch of its new [RFID & NFC Technologies site](http://www.mouser.com/applications/rfid-nfc). This Mouser technology site explores the rapidly expanding Radio-Frequency Identification (RFID) market and includes featured products, technical articles, videos, white papers, testing resources, and more.

RFID technology has wide-ranging uses but generally involves bi-directional communication between an RFID tag and RFID reader. NFC (Near Field Communications) is a sub-set of RFID technology that is used for transferring information securely between electronic devices within a short range. Inventory and point-of-sale activities make up the lion's share of the RFID market, but its applications have expanded to retail loyalty-rewards programs, dynamic pricing, keyless entry, and much more. RFID is even being combined with biometrics in ePassports and health records.

A featured article on the RFID technology site by Mouser discusses the growing number of design opportunities that are becoming available as RFID technology becomes more widely used. The site also offers technical articles from leading semiconductor manufacturers STMicroelectronics and Murata.

Featured RFID modules, NFC antennas, and reader chips help designers spot the ideal product for their next RFID design, and testing resources make it easy to gauge the performance and capabilities of an RFID component or application.

Learn more about RFID & NFC Technologies by visiting <http://www.mouser.com/applications/rfid-nfc>. Find out more about Mouser's entire lineup of Applications & Technologies sites by visiting <http://www.mouser.com/applications>.

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 10 million products to locate over 4 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 4 million products online from more than 500 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 400,000 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>.

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– 30 –

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