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## New Product Announcement

### **Mouser Empowers Engineers with STMicroelectronics Energy Harvesting Development Kit**

*Ready-to-use M24LR-Discovery platform features Dual Interface EEPROM IC*

**December 17, 2012** – [Mouser Electronics](http://www.mouser.com), Inc. announces that it now stocks the [STMicroelectronics](http://www.st.com) M24LR-DISCOVERY Energy Harvesting Development Kit, designed to be used with ST's M24LR Dual Interface EEPROMs.

The STMicroelectronics M24LR-DISCOVERY Development Kit is an easy-access development platform for ST's innovative contactless memories with unique energy-harvesting capabilities. The M24LR Discovery Kit contains everything engineers need to start designing battery-free electronic applications that can exchange data with ISO15693-compatible NFC-enabled smartphones or RFID (Radio-Frequency Identification) reader-writers. The turn-key development platform helps accelerate the creation and integration of energy-autonomous data collection, asset tracking or diagnostics capabilities in a wide variety of applications, including phone and tablet accessories, computer peripherals, electronic shelf labels, home appliances, industrial automation, sensing and monitoring systems, and personal healthcare products.

With its unique combination of industry-standard serial-bus (I2C) and contactless RF interfaces, ST's M24LR EEPROM memory has the ability to communicate with the host system 'over-the-wire' or 'over-the-air.' Furthermore, the M24LR's RF interface can convert ambient radio waves emitted by RFID reader-writers and NFC phones or tablets into energy to power its circuits and enable complete battery-free operation. To learn more about all the products in the M24LR Series, visit

<http://www.mouser.com/new/stmicroelectronics/stm24lr64/>.

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 3 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.

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### **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 3 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 375,000 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>.

### **About STMicroelectronics**

STMicroelectronics is a global independent semiconductor company and a leader in developing and delivering semiconductor solutions across the spectrum of microelectronics applications. An unrivaled combination of silicon and system expertise, manufacturing strength, Intellectual Property (IP) portfolio, and strategic partners positions, STMicroelectronics is at the forefront of System-on-Chip (SoC) technology and its products play a key role in enabling today's convergence trends.

### **Trademarks**

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