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For Immediate Release

Mouser Electronics Showcases Newest Technologies at ARM TechCon 2016

October 19, 2016 – [Mouser Electronics](http://www.mouser.com), Inc., the industry's leading New Product Introduction (NPI) distributor with the widest selection of semiconductors and electronic components, will host an exhibit featuring the newest technologies at next week's [ARM® TechCon™](http://www.arm.com), October 25–27 at the Santa Clara (California) Convention Center.

One of the most anticipated events in the embedded industry, [ARM TechCon](http://www.arm.com) is a unique interactive training ground designed to connect, instruct, advise and enable electronic and ARM-based computer design. The Expo and Conference provide attendees with a comprehensive understanding of ARM-based technology, with over 4,500 hardware designers and software developers expected to attend.

This year, ARM TechCon welcomes keynote speakers Eben Upton, Founder of the Raspberry Pi Foundation; Masayoshi Son, CEO and Chairman of the Board, SoftBank Group Corp.; Charlie Miller, Senior Security Engineer, Uber Advanced Technologies Center; Mike Muller, CTO at ARM; and Simon Segars, CEO at ARM.

Mouser's product experts will be in Booth 700 in the Expo hall, answering questions and displaying some of the newest products available for immediate delivery from Mouser.com. Visitors can enter to win an Apple Watch or Moto 360 smartwatch and watch a live demo of the [MikroElektronika Hexiwear](http://www.mikroe.com) open source wearable development kit, powered by an ARM Cortex®-M4 microcontroller and an ARM Cortex-M0+ microcontroller.

“As a top distributor of ARM-based technologies and components, Mouser is glad to once again exhibit at ARM TechCon,” said Kevin Hess, Mouser Electronics' Senior Vice President of Marketing. “This conference is an excellent opportunity for us to be at the forefront of embedded technology and to share information on the newest products from over 600 manufacturers available at Mouser.com.”

To learn more, visit <https://eng.info.mouser.com/arm-tech-con>.

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 22 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 600 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 500,000 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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