

For Immediate Release

Mouser Signs Global Distribution Agreement with Bosch Sensortec

Design-Fulfillment Distributor Stocking Newest MEMS Sensors from Industry Leader

April 7, 2014 – [Mouser Electronics](http://www.mouser.com), Inc. has signed a global distribution agreement with [Bosch Sensortec](http://www.bosch-sensortec.com), a pioneer in the field of Micro-Electro-Mechanical Systems (MEMS). Bosch Sensortec develops and markets [MEMS sensors](#) for consumer electronics. The product portfolio includes inertial, geomagnetic and environmental sensors, as well as software for various applications.

“We are excited about this cooperation with Mouser, our new partner in worldwide catalog distribution, which will allow us to reach a broader customer base,” stated Vonjy Rajakoba, Bosch Sensortec Vice President Sales.

“Mouser is excited to engage with Bosch Sensortec, an industry leader in MEMS sensor technologies, and we look forward to the opportunities this relationship brings to our customers around the world,” stated Kristin Schuetter, Mouser Vice President of Supplier Management for Semiconductors.

The Bosch Sensortec product line available from Mouser Electronics includes single-chip accelerometers, gyroscopes, pressure sensors, and compasses. Bosch Sensortec MEMS products sense the world around them and feed the information to cars, smartphones, laptop and tablet computers, games, watches and more. Featured products include the [Bosch Sensortec BMP183 Digital Pressure Sensor](#), an ultra-low power and low-voltage device optimized for use in mobile phones, PDAs, GPS navigation devices, and outdoor equipment. Also, Mouser will be stocking the [Bosch Sensortec BMG160 Digital, Triaxial Gyroscope Sensor](#), an ultra-small, digital 3-axis angular rate sensor with a measurement range up to 2000°/s and 16-bit digital resolution for consumer electronics applications.

To view these and other Bosch Sensortec products available from Mouser Electronics, visit <http://www.mouser.com/Bosch-Sensortec/>.

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 20 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 many times per day 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>.

About Bosch Sensortec

Bosch Sensortec GmbH is a fully owned subsidiary of Robert Bosch GmbH. It develops and markets micro-mechanical sensors for consumer electronics, mobile phones, safety systems, industrial technology and logistics. The product portfolio includes triaxial geomagnetic and acceleration sensors, triaxial gyroscopes, barometric pressure sensors and a comprehensive software portfolio for various applications. Since its foundation in 2005 Bosch Sensortec emerged as the technology leader in the addressed markets. The Bosch Group has been the global market leader for MEMS sensors since 1998 and has to date sold more than three billion MEMS sensors.

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