

New Product Announcement

Create Proximity-Sensing Bluetooth Applications with Panasonic's PAN1740 Beacon, Now at Mouser Electronics

June 7, 2016 – [Mouser Electronics](http://www.mouser.com), Inc. is now stocking the [PAN1740 Beacon](#) from [Panasonic](http://www.panasonic.com). The PAN1740 Beacon, based on the PAN1740 Bluetooth® Low Energy (BLE) module, is pre-configured to work out of the box by adding a CR2032 battery and using the Locate Beacon app for Android and iOS. The Beacon continuously [transmits](#) a unique user ID to smartphones, tablets, and personal computers, which then use an app to perform actions such as indoor positioning, providing shoppers with personalized sales pitches and promotions, and presenting information on points of interest.

[Panasonic's PAN1740 Beacon](#), available from Mouser Electronics, is based on the [PAN1740](#) Bluetooth module, which features a fully shielded case, integrated chip antenna, and on-board crystal oscillators. The module provides the Beacon with receiver (Rx) sensitivity of -93 dBm and output power up to 0 dBm. Using less than 5mA in transmit (Tx) mode, the [ultra-low power](#) consumption enables the Beacon to run for 18 months on a single coin cell battery. The compact, 26x24mm beacon includes an antenna, ARM® Cortex®-M0 processor with 256 kBytes of flash memory, and a CR2032 coin cell battery holder.

The PAN1740 Beacon is available from Mouser with or without an 18-pin connector compatible with the Beacon Kit's adaptor cable. For development, designers can use the PAN1740 Beacon Kit to create custom applications and beacon-specific parameters. Each PAN1740 Beacon Kit consists of five PAN1740 Beacons with 18-pin connectors, a [Dialog DA14580 motherboard](#), Beacon adapter board, and adaptor cable.

To learn more, visit <http://www.mouser.com/new/panasonic/panasonic-pan1740-beacon/>.

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.

About Panasonic

Panasonic Corporation and its subsidiaries (Panasonic Batteries, Panasonic Electronic Components & Panasonic Industrial Devices) are innovators in consumer electronics and technology products. Guided by a mission to contribute to the progress and development of society and the well-being of people worldwide, Panasonic is a strong proponent of responsible electronics recycling and of reducing the global carbon footprint. Panasonic Corporation was named to the 2008 Global 100's list of the Most Sustainable Corporations in the World.

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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