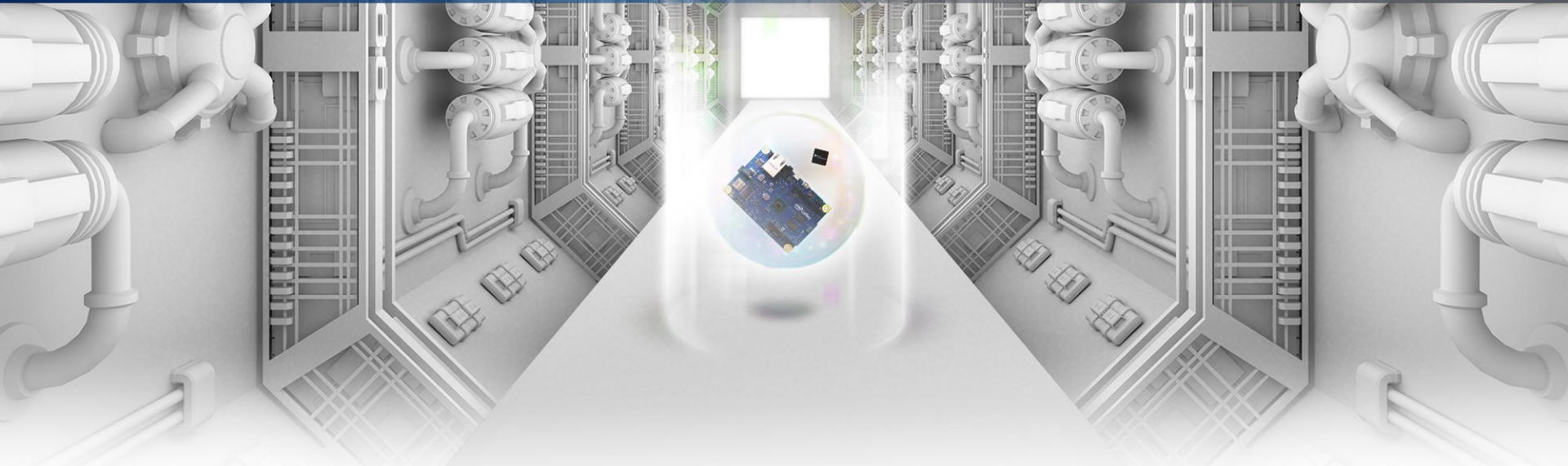


You can't design the **future**... ..with products from the **past**.



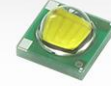
Development Tools



Embedded Solutions



Semiconductors



Optoelectronics



Circuit Protection



Passive Components



Sensors



Connectors



Wire & Cable



Electromechanical



Thermal Management



Power



Enclosures



Test & Measurement



Tools & Supplies

Mouser Electronics,
NPI Focused Distribution

Daphne Tien
Vice President of Marketing &
Business Development, APAC
Mouser Electronics



mouser.com

Mouser Electronics and Berkshire Hathaway

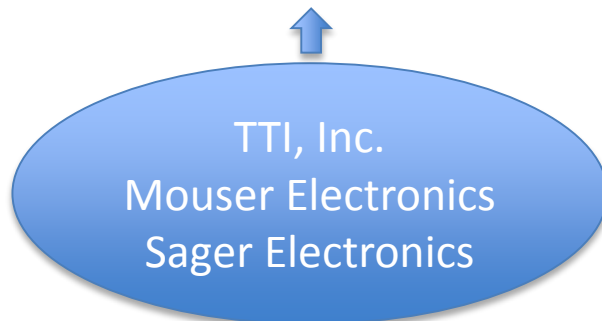
“Among the World’s Most Respected Companies and Leaders”

Berkshire Hathaway, Inc.

2015 Revenue: \$210,821 Million
2015 Net Income: \$24,083 Million
Total Assets: \$552,257 Million
Total Cash: \$61,181 Million
Total Employees: 361,270
HQ Employees: 25

Mouser Electronics Acquired 2007

Warren Buffett, Chairman & CEO
Berkshire Hathaway, Inc.



Notable Members of the Board of Directors



Warren E. Buffett
Chairman & CEO
Berkshire Hathaway, Inc.



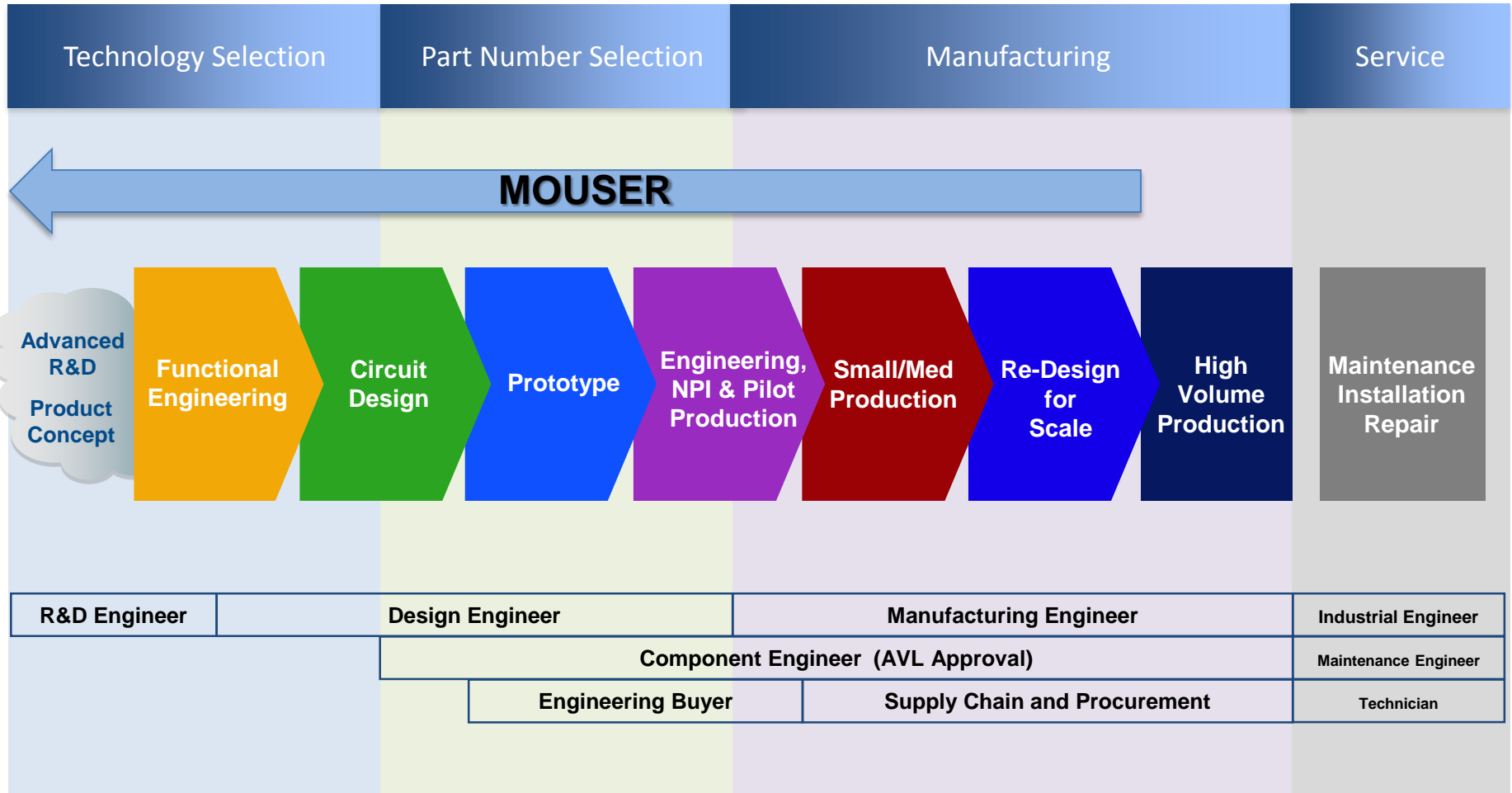
William H. Gates III
Co-founder
Microsoft Corporation



Susan L. Decker
Chairman Executive Committee
INTEL

Design Chain to Supply Chain

“Closer to the beginning adds more value and longer engagement”



Applications and Technologies

”Focused on new product training and application guidance.”



- Block Diagram Navigation
- Featured Products
- Technical Resources
- Articles on Technology and Industry Trends

APPLICATIONS & TECHNOLOGIES

Applications

Auto
Automotive
Broadcast
Communications
Computing
Industrial
Instrumentation
Lighting
Medical
Motor Control
Security

Technologies

Energy Harvesting
Health Environments
High Voltage
Internet Of Things
Low Power
MEMS
Open Source Hardware
Power Management
Power Supply
Programmable Logic
RF Wireless
RFID & NFC
Robotics
Sensor
Smart Grid
Solar
Test & Measure
Timing
Touch
USB
Wide AreaNet
Wireless Charging
Wireless Mesh Networking

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Industrial Applications

APPLICATIONS

FEATURED PRODUCTS

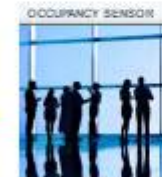
ARTICLES

RESOURCES

Home Automation



Building Automation



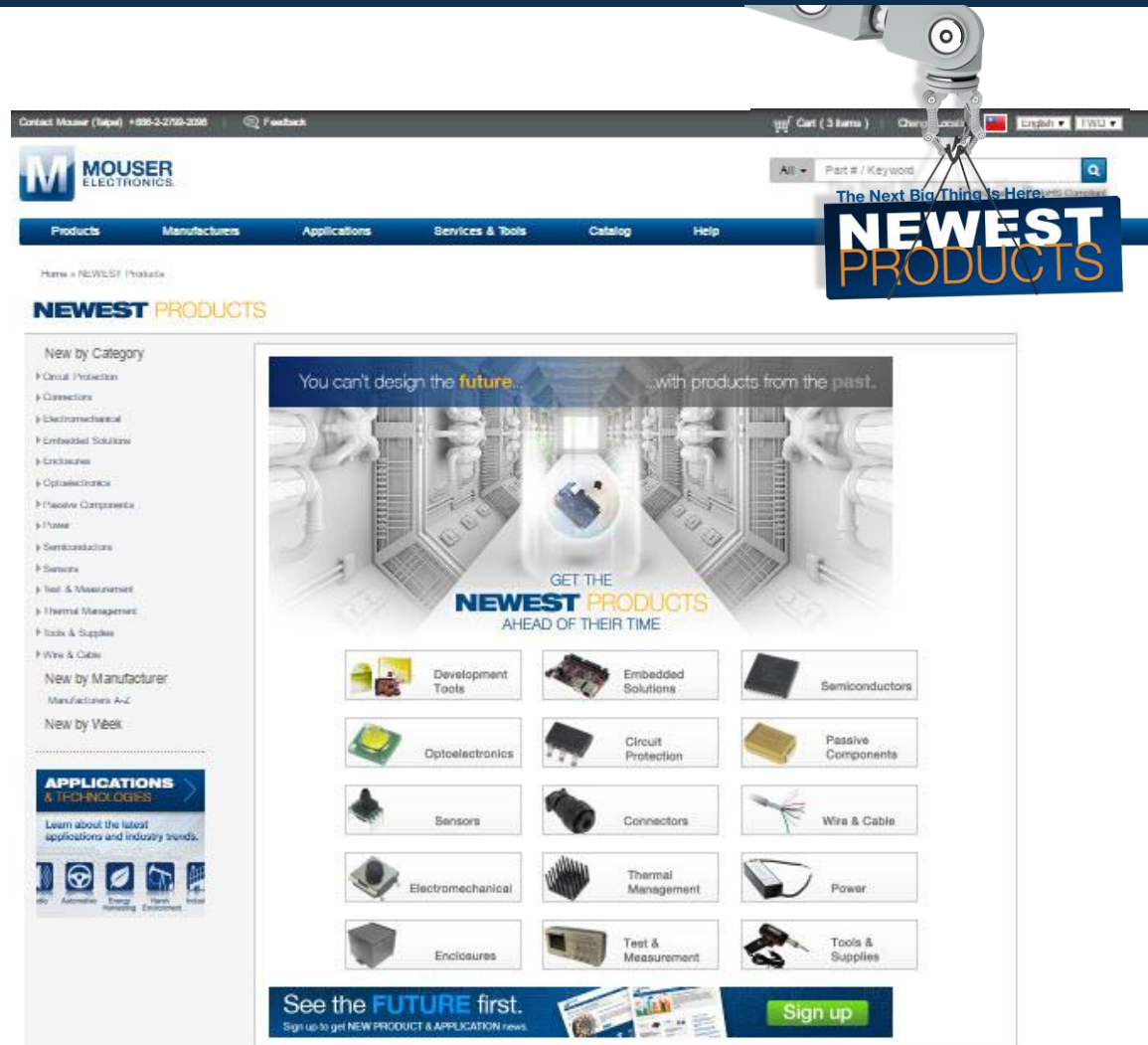
Industrial Networking



Rapid New Product Introduction

“Finding Customers for Products that have no customers”

- Self-Sufficient NPI launches
- Invest in inventory
- Ship engineering quantities
- Dedicated NPI Launch Team
 - Launch Scheduling
 - Research
 - Content Collection
 - Create Parametric Data
 - Product Knowledge Center
 - Marketing
 - Marketing
 - Marketing



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M MOUSER ELECTRONICS

All - Part # / Keyword

The Next Big Thing is Here.

NEWEST PRODUCTS

Home » Newest Products

NEWEST PRODUCTS

New by Category

- Circuit Protection
- Connectors
- Electromechanical
- Embedded Solutions
- Enclosures
- Optoelectronics
- Passive Components
- Power
- Semiconductors
- Sensors
- Test & Measurement
- Thermal Management
- Tools & Supplies
- Wire & Cable

New by Manufacturer

Manufacturers A-Z

New by Week

APPLICATIONS & TECHNOLOGIES

Learn about the latest applications and industry trends.

Auto Automotive Energy Handling Environment Industrial

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GET THE **NEWEST PRODUCTS** AHEAD OF THEIR TIME

Development Tools	Embedded Solutions	Semiconductors
Optoelectronics	Circuit Protection	Passive Components
Sensors	Connectors	Wire & Cable
Electromechanical	Thermal Management	Power
Enclosures	Test & Measurement	Tools & Supplies

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Engineering Tools

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INNOVATION LAB™

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EIT Campaign - Project Heroes



EMPOWERING INNOVATION TOGETHER. Projects Challenge Next Level Engineering Tools Award Products Technologies MOUSER ELECTRONICS

INNOVATION LAB™

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Grant Imahara and Allen Pan Battle their Super Hero Technology Project Heroes ep 3

PROJECT HEROES EP 3

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