

Ericsson Power Modules signs distribution agreement to strengthen customer support

As part of its program to strengthen local support, gain a closer understanding of customers' buying needs, and as part of its ongoing strategy to achieve the highest levels of communication and service, Ericsson Power Modules has signed a distribution agreement with Mouser Electronics, Inc.

Under the agreement, Mouser Electronics will support Ericsson Power Modules' sales in the US and Canada, serving customers and expanding sales and demand in the catalog and buy-online market segments for Ericsson's product portfolio. In particular, Ericsson Power Modules sees Mouser's 'buy-on-click' solution as a very important and valuable addition to its sales offering in the region. Mouser's inventory will include Ericsson Power Modules' isolated and non-isolated DC/DC converters and regulators.

The high level of technology, ruggedness and reliability of Ericsson Power Modules products results in excellent solutions for the communication industry, as well as applications that are in demand in the medical, avionics, computing, military, space and industrial market sectors.

Keith Merrill, Director of Sales and Operations, Ericsson Power Modules, said: "We are pleased to announce Mouser Electronics as a distributor of our products. Mouser's demonstrated wealth of experience, knowledge, and capability will be a valuable asset to our company and facilitate our objective of increasing market exposure for our existing and future products. We look forward to a mutually-beneficial collaboration."

Barry McConnell, Vice President of Product Marketing at Mouser Electronics, said: "Mouser is proud to add Ericsson Power Modules to our linecard and enhance our power product offering to our engineering customers. Our reputation for rapid new product introduction and extensive marketing programs allows us to honor our commitments to both the design engineering community and our suppliers."

Mouser's broad-based product line, unsurpassed customer service, and streamlined warehouse operations make the distributor the design engineer's one-stop shop for all the components and associated development tools necessary for total project design.

Mouser Electronics is the only major distributor to publish a new 1900+ page print catalog every 90 days. In addition, its website with its interactive online catalog is updated daily, contains more than 900,000 products for easy online purchase, and provides more than 1.5 million cross-references,

as well as more than 677,000 downloadable data sheets, supplier-specific reference designs, application notes and other technical design information.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

FOR FURTHER INFORMATION, PLEASE CONTACT

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Reader inquiry reference:

Press release reference: E0097(A)

If printing an internet address please use the Power Modules homepage and/or the phone number to our international sales office:

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About Ericsson Power Modules

Ericsson Power Modules is a supplier of world-class DC/DC power modules for distributed power architectures. With its global design, development, manufacturing and sales network, Ericsson Power Modules is a leading supplier of power solutions to meet the customer demand for high performance.

About Mouser Electronics

Mouser Electronics, Inc. is an electronic component distributor focused on the rapid introduction of new products and technologies to electronic design engineers. Mouser.com features more than 900,000 products from more than 335 manufacturers. Mouser's 1900+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to more than 280,000 customers in 170 countries from its 40,134 sq m state-of-the-art facility in Mansfield, Texas. For more information, visit www.mouser.com.