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## For Immediate Release

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## Intelligent Mixed Signal ICs that Simplify Embedded System Designs

**Mansfield, Texas, USA – December 2, 2009** – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it has signed an exclusive global catalog distribution agreement with Keterex, a developer of mixed-signal ICs and systems.

Mouser's Keterex stock includes the KX1400 Audio Playback IC that plays pre-recorded 8KHz audio data directly to an external speaker via an on-chip digital audio processor and Class-D driver. It enables embedded systems designers to add voice prompts and sound effects to their design quickly and easily. Keterex's KX1400 can be used in toys, games, building and industrial automation, alarm and security systems, and appliances.

Also in stock is the USB-910H, a USB-to-SPI/I<sup>2</sup>C Embedded Systems Interface that turns a PC into a SPI, I<sup>2</sup>C, SMBus, or parallel GPIO controller.

Mike Scott, Mouser Vice President of Active Products, states, "We are pleased to be adding Keterex to our semiconductor linecard. Keterex's expertise in mixed-signal design and embedded systems helps address unique challenges design engineers face."

"We're pleased to have Mouser as a world-wide distributor of our products," said Jim Divine, CEO of Keterex. "Mouser's reputation as a leading source of new technologies for design engineers enhances our ability to support our customers with exciting new products."

Known for its broad-based product line, unsurpassed customer service, and streamlined warehouse operations, Mouser continuously offers customers the most innovative products and latest technologies for their new design projects.

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Mouser Electronics is the only global distributor to publish a new page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, and searches over 5 million products to locate over a million part numbers available for easy online purchase. Plus, downloadable data sheets, supplier-specific reference designs, application notes, technical design information and engineering tools.

### **About Mouser**

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 a million products online from more than 390 manufacturers. Mouser's 2,184+ 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 over 270,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit <http://www.mouser.com>.

### **About Keterex**

Keterex develops mixed-signal integrated circuits and systems to address unique challenges faced by embedded systems designers. Keterex combines expertise in mixed-signal design, embedded firmware development, and electronic systems manufacturing to create innovative and affordable products for industrial and consumer applications. Founded in 2004, Keterex is headquartered in Austin, TX. Visit [www.keterex.com](http://www.keterex.com).

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