

## **Digi-Key's iPhone App Now Available in Japanese Latest update allows users to view Digi-Key's Japanese website and all text in Japanese**

Digi-Key

**Tuesday, February 8, 2011 - THIEF RIVER FALLS, Minnesota, USA**

"[Electronic components](#) [1] distributor Digi-Key Corporation, recognized by design engineers as having the industry's [broadest selection of electronic components](#) [2] available for immediate shipment, today announced its iPhone application is now available in Japanese.

This is the first Digi-Key wireless application available in the Japanese language.

"The introduction of the Digi-Key iPhone App in the Japanese language embodies Digi-Key's commitment to provide our customers with convenient, intuitive, custom applications to enable them to complete their projects quickly and efficiently," said [Tony Harris](#) [3], Digi-Key's chief marketing officer (CMO). "This marks the first of Digi-Key's multi-lingual wireless applications. We are giving our customers the best service possible and aiding in the design process by allowing them access to Digi-Key's unparalleled breadth of product and educational resources in their local languages."



[4]

In September 2010, Digi-Key launched the Digi-Key application for Android-compatible devices. Features of Digi-Key's iPhone and Android applications enable users to search for parts, create shopping carts, access their My Digi-Key

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## Digi-Key's iPhone App Now Available in Japanese Latest update allows users

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accounts, get product specifications, view product photos, learn about new products and new technologies at Digi-Key, and more.

Additionally, Digi-Key's iPhone and Android applications support all Digi-Key sanctioned international currencies and the ability to view orders created from web, phone, fax, and mobile devices.

Digi-Key recently added the ability to place orders in the following currencies on each country's respective local website:

- Australian Dollar (Australia) at [www.digikey.au](http://www.digikey.au) [5]
- Danish Krone (Denmark) at [www.digikey.dk](http://www.digikey.dk) [6]
- Norwegian Krone (Norway) at [www.digikey.no](http://www.digikey.no) [7]
- Swedish Krona (Sweden) at [www.digikey.se](http://www.digikey.se) [8]

Digi-Key's iPhone and Android apps are examples of several initiatives Digi-Key has launched to provide interactive solutions to our customers while engaging them on a more personal level," Harris said. "We have expanded our social interaction by engaging with customers on Facebook and Twitter in addition to making the Digi-Key website more user-friendly and accessible."

Digi-Key's TechZone® Magazine and online TechZoneSM technology zones allow customers to search within a specific technology for educational information, relevant articles, white papers and more. TechZone Magazine is delivered monthly to thousands of engineers in the United States, providing readers with articles on the latest technologies, white papers, app notes and more. Additionally, TechZone Magazine is posted on the Digi-Key website in PDF format as well as an iPad/HTML5 compatible version.

Digi-Key is expanding its presence in the electronic components industry and beyond," Harris said. "Digi-Key offers the largest breadth of product, the most comprehensive information, and the best service in the industry. We want everyone to experience Digi-Key."

To download the Digi-Key iPhone application to your iPhone, iPad or iPod touch, go to [www.apple.com/itunes](http://www.apple.com/itunes) [9] and browse the Business section in the iTunes App Store. Look for the "Digi-Key" application.

To download the Digi-Key Android application, go to the Android Market on your Android-compatible mobile device and search for "Digi-Key."

Digi-Key Corporation focuses on providing customers with superior service, which includes product selection and availability, on-time delivery, and responsiveness. Using leading-edge processes and state-of-the-art technologies, Digi-Key serves a global customer base from its 600,000 square foot facility in Thief River Falls, Minnesota, USA.

[SOURCE](#) [10]

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<http://www.ecnmag.com/news/2011/02/digi-key%E2%80%99s-iphone-app-now-available-japanese-latest-update-allows-users-view-digi-key%E2%80%99s-japanese-website-and-all-text-japanese>

**Links:**

[1] <http://www.digikey.com/>

[2] [http://search.digikey.com/scripts/DkSearch/dksus.dll?site=us&wt.mc\\_id=PressRelease&lang=en](http://search.digikey.com/scripts/DkSearch/dksus.dll?site=us&wt.mc_id=PressRelease&lang=en)

[3] <http://www.ezwire.com/cust/Digikey/iPhoneAppJapanese/TonyHarris.jpg>

[4] <http://www.ezwire.com/cust/Digikey/iPhoneAppJapanese/iPhoneApp.jpg>

[5] <http://www.digikey.com.au/>

[6] <http://www.digikey.dk>

[7] <http://www.digikey.no>

[8] <http://www.digikey.se>

[9] <http://www.apple.com/itunes>

[10] <http://www.ezwire.com/cust/Digikey/iPhoneAppJapanese/iPhoneAppJapanesewithTX.html>