Mouser launches two new sites focused on the newest products and applications & technologies

Mouser Electronics [1] announced the launch of its Newest Products [2] and Applications & Technologies [3] sites on Mouser.com.

The Newest Products site highlights one of Mouser's major strengths: the launch of new products. Seeding the marketplace with the newest products for the newest designs is what distinguishes Mouser from other distributors. In fact, over the last two months alone, Mouser has launched over 50 new product lines weekly – two times more than the closest competitor. Engineers and buyers can view the newest products by category and by manufacturer. Also, new products can also be reviewed by week and date. Mouser is diligent in serving the information needs by providing more product knowledge, more new products, and more technologies. Visit http://www.mouser.com/new/ [2].

The other new site on Mouser.com is focused on Applications & Technologies. Engineers at the beginning of the design cycle start off at a system level, rather than components. This brand new site highlights solutions based on applications and technologies, plus provides block diagram navigation to easily view recommended products for specific system functions. Other technical resources include articles covering industry trends and design issues. Plus, application design notes, tutorials, white papers, videos, and other solution-based content are available to aid the design process.

Focus areas include medical, industrial, lighting, automotive, and alternative energy – with more being added monthly. A Featured Products guide and user-friendly graphical interface are designed to speed navigation. Which means engineers can quickly navigate to products and information based on defined parameters and design requirements – helping engineers design in certain advantages in product features and lifecycles. Visit http://www.mouser.com/applications/ [3].

Kevin Hess, Mouser Vice President of Technical Marketing, shares, "The rationale behind our Newest Products and Applications & Technologies sites is to educate, help narrow the list of products, and find the right products for their design projects. Our goal is to help transform knowledge into design know-how. Mouser wants to help engineers and buyers make more efficient use of their time. Mouser.com is set to help them do exactly that – quickly and easily."

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 19 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 3 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.

For more information, visit http://www.mouser.com/ [4].

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Links:
[1] http://www.mouser.com/?cm_mmc=PressRelease-PR-_-appandtechsite-_--_-2012-10-02
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