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## For Immediate Release

# Mouser Electronics' Bench Talk Blog Exceeds Two Million Reads

*Popular Site Has Become Go-To Resource for Technical Ideas and Solutions*

May 4, 2016 – [Mouser Electronics](http://www.mouser.com), Inc. the global authorized distributor with the newest semiconductors and electronic components, is pleased to announce that Mouser's official blog, [Bench Talk for Design Engineers](http://www.mouser.com/blog), has garnered more than two million reads. The blog kicked off just two years ago to provide a sounding board for people on technology's cutting edge to kick around ideas, thoughts and theories. Mouser isn't just the source for the latest in semiconductors and electronic components. It's also a destination for the latest in technological shop talk.

"We've had high hopes for *Bench Talk* from the beginning, and our readership has far exceeded expectations," said Kevin Hess, Mouser Electronics' Senior Vice President of Marketing. "For many, our blog has become the go-to place for the latest thoughts on technology, science and engineering, as well as creative and critical thinking."

*Bench Talk* is geared toward design engineers, but it is open to anyone with interesting ideas to share, from students just starting the engineering journey to innovators who build gadgets on the weekends. On the blog, readers will find posts on an impressive range of topics centered around the fast-moving world of technology— such as [power management](#), radio frequency (RF) and [wireless](#) technology, [open source](#) hardware, and circuit protection — written by industry experts, engineers, students, and Mouser's supplier partners.

"We designed *Bench Talk* as a platform for figuring out technical advancements, ideas, and problems plus occasionally finding some previously unimagined solutions," Hess added. "In reaching this milestone, we hope to see more visitors to the blog and more comments from our community."

To read the latest post, go to <http://www.mouser.com/blog>.

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 22 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 4 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.

### **About Mouser Electronics**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 4 million products online from more than 600 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 500,000 customers in 170 countries from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

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– 30 –

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