



US Headquarters  
1000 N. Main Street, Mansfield, TX 76063, USA  
(817) 804-3800 Main  
[www.mouser.com](http://www.mouser.com)

## For Immediate Release

# Mouser Electronics Gives Customers New Ways to Find Products Easier and Faster on Mouser.com

**October 26, 2016** – [Mouser Electronics](http://www.mouser.com), Inc., the global authorized distributor that specializes in New Product Introductions, is excited to announce [new robust methods](#) for browsing and searching for products on its industry-leading website, [Mouser.com](http://www.mouser.com). Mouser customers can now find product information more easily by searching by **Datasheets**, **Images** and **Newest Products**, in addition to searching for products through the standard parametric Product Search.

With this new expanded functionality, customers can browse products and narrow down product information on their own terms, in ways they've never been able to before. Whether searching products, product categories or product types, customers can take advantage of Mouser's new options to easily review additional information to discover and make their selections with flexibility and speed. To watch a video on the new features, [click here](#).

"These new features are designed to help customers who don't already have a part number or product in mind," said Hayne Shumate, Mouser's Senior Vice President of Internet Business. "It is now possible to see all the images side-by-side for a product selection, such as board-to-board and mezzanine connectors. One click brings up price, availability and detail without leaving the image browsing page. Similarly, datasheets can be grouped and browsed fluidly using the search and filter methods that customers already know."

The additional product information on [Mouser.com](http://www.mouser.com) functions much like an enhanced digital catalog, grouping content in three, easy-to-access tabs that incorporate search and display options to minimize the number of clicks:

- The **Datasheets tab** makes it easy to go from a product list to a datasheet, enabling customers to filter a specific product group and browse the relevant datasheets by product category. With one click, customers can open any datasheet in an integrated PDF viewer and see availability and pricing for all parts that reference the sheet. Moving from one datasheet to the next is like flipping pages.
- The **Images tab** is similar to the look and feel of leading search engine sites, letting customers search for select products by image. Clicking an image takes the user to a list of electronic components that includes both pricing and technical information for the parts.
- The **Newest Products tab** showcases the latest technologies in any of Mouser's product categories. Mouser stocks the broadest selection of the newest products from more than 600 industry-leading manufacturers.

To learn about the new ways to browse and search products and product information, including Mouser's industry-first data grouping, visit <http://www.mouser.com/search-options>.

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 <http://www.mouser.com>.

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Further information, contact:  
Kevin Hess, Mouser Electronics  
Senior Vice President of Marketing  
(817) 804-3833  
[Kevin.Hess@mouser.com](mailto:Kevin.Hess@mouser.com)

For press inquiries, contact:  
Kelly DeGarmo, Mouser Electronics  
Manager, Corporate Communications and Media Relations  
(817) 804-7764  
[Kelly.DeGarmo@mouser.com](mailto:Kelly.DeGarmo@mouser.com)