

Multilayer ceramic chip capacitors TDK launches new MLCC website

- Completely new search functions including cross reference and sample request

January 7, 2013

TDK Corporation is pleased to announce the launch of its completely redesigned website for multilayer ceramic chip capacitors (MLCCs). The new site, which goes live on January 7, will welcome visitors with new features, search functions and tools at their disposal.

In addition to the fresh new look, the new site is user-friendly, and offers new and improved functions including multiple part number searches, improved sample requests and the latest technical information available. TDK multilayer ceramic chip capacitors are renowned for their high quality and reliability and visitors will benefit from the site's high functionality and accessibility to information on these products.

In recent years, customers have come to rely much more on the internet and mobile devices when seeking information related to their development, design, procurement, and various other activities. Furthermore, the trend towards globalization means that we should be able to respond without delay to the requests of customers, wherever they may be located.

Main features and benefits of the search functions

- **Characteristics value search**

Based on product characteristics data, various parameters such as voltage range for use can be specified, allowing efficiently tailored searches for products that fit the actual circuit requirements of the customer. A query can also be narrowed down by attributes such as "high reliability" or "automotive use."

- **Product name search**

In addition to various search assistance functions, it is now also possible to enter multiple product names.

- **Cross reference search**

This new search function makes it possible to correlate other company brand products with TDK's lineup.

- **Comparison of multiple product data**

A comparative display of the data for multiple products found through a search can be called up.

- **Improved sample request**

For products found through a search, inventory information at selected distributors supporting online linkup will be displayed, making it possible to directly place an order through the distributor's website.

- **Support for 3 languages: Japanese, English and Chinese**

In keeping with the progress of globalization, the website will be available in Japanese, English and Chinese.

About TDK Corporation

TDK Corporation is a leading electronics company based in Tokyo, Japan. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's portfolio includes electronic components, modules and systems which are marketed under the product brands TDK and EPCOS, power supplies, magnetic application products as well as energy devices, flash memory application devices, and others. TDK focuses on demanding markets in the areas of information and communication technology and consumer, automotive and industrial electronics. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2012, TDK posted total sales of USD 9.9 billion and employed about 79,000 people worldwide.

About TDK-EPC Corporation

TDK-EPC Corporation, a TDK group company, is the manufacturer of TDK's electronic components, modules and systems and is headquartered in Tokyo, Japan. TDK-EPC was founded on October 1, 2009 from the combination of the electronic components business of TDK and the EPCOS Group. The product portfolio includes ceramic, aluminum electrolytic and film capacitors, ferrites, inductors, high-frequency components such as surface acoustic wave (SAW) filter products and modules, piezo and protection components, and sensors.

You can download this text and associated images from
www.global.tdk.com/news_center/press/20130107411.htm

The new website can be accessed at
product.tdk.com/capacitor/mlcc/en/

Contacts for regional media

Region	Contact	Phone	Mail
Japan	Ms. Mari KONISHI TDK Corporation Tokyo, Japan	+813 5201-7102	pr@jp.tdk.com
ASEAN	Ms. Emi OGATA TDK Singapore (Pte) Ltd. Singapore	+65 6273 5022	asean.inquiry@sg.tdk.com
Greater China	Ms. Clover XU TDK China Co., Ltd. Shanghai, China	+86 21 61962307	pr@cn.tdk.com
Europe	Mr. Frank TRAMPNAU TDK Electronics Europe GmbH Dusseldorf, Germany	+49 211 9077 127	trampnau@eu.tdk.com
America	Ms. Sara M. REYNOSO TDK Corporation of America Irving, TX, USA	+1 972-409-4519	sara.reynoso@us.tdk.com