

Improved online service

New TDK Product Center established

- Single point of direct access to all TDK product ranges
- Powerful product search for all TDK Group product brands: TDK, EPCOS, TDK-Lambda
- Access to design tools, product news, technical articles and application guides

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TDK Corporation announces the launch of its new Product Center, a major new section of the global group website, which serves as the single point of access to all product-related information for all three product brands of the TDK Group: TDK, EPCOS and TDK-Lambda. The Product Center is available in English, Chinese and Japanese. Its centerpiece is the powerful search tool that allows users to easily find any of the over 80,000 products now in the database. The search tool is featured on every page in the Product Center and supports multiple product searches, copy and paste from BOM lists and the use of wildcards. The new Product Center can be found under product.tdk.com/en.

Integrated in the Product Center are the dedicated product websites that have been launched since January 2013, making it easier for users to move between products. Thanks to its clearly structured catalog of all product groups, the Product Center enables direct access to all individual products. In addition, the Product Center contains a wealth of design tools, product news, technical articles and application guides. As the home for all product-related information, the TDK Product Center is thus the ideal starting point for design and development engineers, purchasing professionals and others around the globe to quickly and easily find the information they are looking for.

Main features and benefits

- Powerful product search for all product brands of the TDK Group: TDK, EPCOS, TDK-Lambda
- Access to design tools, product news, technical articles and application guides
- List display of all available products in each category in drop-down menus for quick access
- Product lists from catalogs
- Improved sample requests with inventory information and direct ordering from selected distributors

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* 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 2014, TDK posted total sales of USD 9.6 billion and employed about 83,000 people worldwide.

* 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/201405151267.htm.

The new website can be accessed at the following links:

English: product.tdk.com/en

Chinese: product.tdk.com/zh

Japanese: product.tdk.com/ja

Contacts for regional media

Region	Contact		Phone	Mail
Japan	Mr. Tetsu NAKANISHI	TDK Corporation Tokyo, Japan	+813 6852-7102	pr@jp.tdk.com
ASEAN	Ms. Jiang MAN Mr. Shota KANZAKI	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 Europe GmbH Duesseldorf, Germany	+49 211 9077 127	trampnau@eu.tdk.com
America	Ms. Sara M. LAMBETH	TDK Corporation of America Irving, TX, USA	+1 972-409-4519	sara.lambeth@us.tdk.com