

Digi-Key Corporation and Bosch Sensortec Announce Global Distribution Deal

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- ▶ Digi-Key to distribute complete product portfolio of Bosch Sensortec

Reutlingen, Germany – Bosch Sensortec, well-known supplier of MEMS for Consumer Electronics, and the Electronic components distributor Digi-Key Corporation, recognized by design engineers as having the industry's broadest selection of electronic components available for immediate shipment, announced today that the companies have entered into a global agreement for the distribution of Bosch Sensortec's acceleration and pressure sensors as well as its award-winning BMP085 barometric pressure sensor.

In stock and ready for immediate delivery from Digi-Key, Bosch Sensortec's triaxial acceleration sensor family is specifically designed for low-power applications to enhance functionality in mobile phones and consumer electronic devices. The interrupt feature of the sensors offers an additional special advantage for mobile applications such as a battery-saving mode or free-fall detection.

Also in stock and available in different housings, Bosch Sensortec's monolithically integrated pressure sensors provide outstanding accuracy, and their high robustness makes the sensors ideal for applications such as GPS navigation enhancement, in- and outdoor navigation, leisure, sports and health monitoring, weather forecast, vertical velocity indication, and fan power control. The winner of several prestigious awards, the BMP085 is a high-precision, ultra low-power barometric pressure sensor for use in advanced mobile applications.

In December 2008, Bosch and Bosch Sensortec were awarded the distinguished German Future Prize 2008 (Deutscher Zukunftspreis) for technology and innovation by German Federal President Horst Koehler. Bosch received the award in recognition of its leadership in developing industrial mass production processes for micro-electro-mechanical systems

(MEMS) as well as the groundbreaking technologies it has developed for the miniaturization of these sensors, leading to new applications in consumer electronics.

Bosch Sensortec products stocked by Digi-Key are available through its websites and will be featured in upcoming print and online catalogs.

“We are very pleased to add Bosch Sensortec to our register of trusted supplier partners and offer the advantages of its products to the hundreds of thousands of design engineers who rely on Digi-Key for quick delivery of the electronic components they need,” said Jeff Shafer, Digi-Key vice president, interconnect, passive and electromechanical product.

Frank Melzer, CEO of Bosch Sensortec, pointed out: “Our customers expect worldwide availability and support for our products - we are convinced that Digi-key is a strong partner for the broadening of our sales channels.”

About Digi-Key Corporation

One of the world’s fastest growing distributors of electronic components, Digi-Key has earned its reputation as an industry leader through its total commitment to service and performance. As a full-service provider of both prototype/design and production quantities of electronic components, Digi-Key has been ranked #1 for Overall Performance for 17 consecutive years from among the nation’s more than 200 distributors (*EE Times* Distribution Study/August 2008). Offering more than 1.5 million products from over 400 quality name-brand manufacturers, Digi-Key’s commitment to inventory is unparalleled. Access to the company’s broad product offering is available 24/7 at Digi-Key’s top-rated website, www.digikey.com.

About Bosch Sensortec

Bosch Sensortec, GmbH, a 100 percent subsidiary of Robert Bosch GmbH, offers micromechanical sensors, application and foundry services for consumer electronics, security systems and logistics. Its product portfolio to date includes triaxial acceleration sensors as well as pressure sensors. The company was founded in early 2005 and is headquartered near Reutlingen to the south of Stuttgart (Germany). For more information about Bosch Sensortec, visit www.bosch-sensortec.com.

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The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 282,000 associates generated sales of roughly 45 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com.