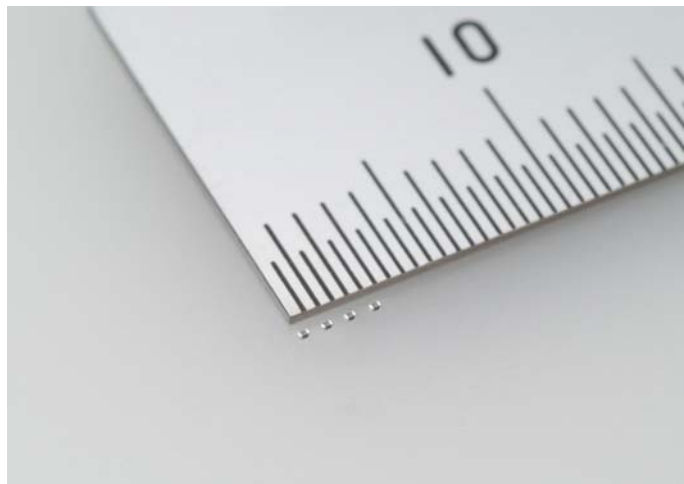


For immediate release

Taiyo Yuden Announces Lineup Expansion of EIA 01005 Size Multilayer Ferrite Chip Beads for Noise Reduction

Responding to the Need for Further Compactness in Increasingly Advanced and High-Performance Smart Phones



TOKYO, January 18, 2011 — TAIYO YUDEN CO., LTD. today announced that it is expanding its lineup of EIA 01005 size multilayer ferrite chip beads, BK0402 (0.4 x 0.2 x 0.2 mm), targeting noise reduction in compact mobile devices such as advanced mobile phones which are exemplified by smart phones.

The BK0402 has been miniaturized by approximately 70% when compared to the company's previous BK0603 (0.6 x 0.3 x 0.3 mm). In addition to the HS series represented by BK0402 HS121, which achieved the industry's lowest DC resistance when used in broadband noise reduction, the BK0402 has been expanded for the best noise reduction in higher frequency bands by the introduction of the HM series BK0402 HM750 and BK0402 HM121, and the LL series BK0402 LL220. Taiyo Yuden believes that with this lineup expansion, it will be able to respond to the growing varieties of noise which will accompany the trend towards increasingly multifunctional devices in areas such as advanced mobile phones, exemplified by smart phones, which continue to become evermore compact.

Currently, the HS series for the BK0402 is already in mass production, and a system for the additional mass production of the HM and LL series will be set up by March 2011. The sample price is 10 yen per unit.

Technology Background

With multifunctional, compact mobile devices such as advanced mobile phones (specifically smart phones) and portable music players driving technology forward, there are demands for a wide variety of functions to be squeezed into a small casing by means of the very dense packaging of smaller size and low-profile parts. At the same time, even for these multilayer ferrite chip beads which are used for noise reduction, many different characteristics have become necessary to accommodate the variety of noise.

To meet the demands of such a market, Taiyo Yuden has advanced the precision of its multilayer and pattern printing technologies and expanded its multilayer ferrite chip beads BK0402 series lineup.

From this point forward as well, the company's efforts will be focused on the development of products that meet the needs of the market, and as regards multilayer ferrite chip beads, new product development will continue to be pursued.

BK0402 series characteristics (★: in mass production, ●: scheduled start for mass production)

Ordering code	Impedance	Measuring frequency	DC resistance	Rated current	
	[Ω]	[MHz]	[Ω](max)	[mA](max)	
BK0402 HS100	10±5	100	0.10	540	★
BK0402 HS700	70±25%	100	0.37	280	★
BK0402 HS121	120±25%	100	0.53	240	★
BK0402 HM750	75±25%	100	0.45	260	●
BK0402 HM121	120±25%	100	0.60	220	●
BK0402 LL220	22±25%	100	0.70	150	●

■ Applications

As a means of noise reduction in smart phones, mobile phones, portable music players, digital cameras, and other compact mobile devices.