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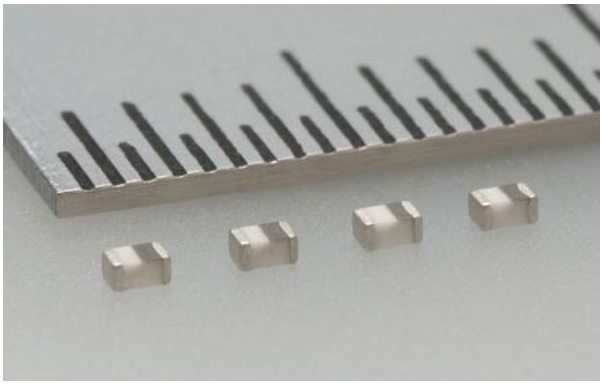
Taiyo Yuden: High Frequency Inductor for Matching Circuits in Cell Phones and Other Devices - Optimization by Structural Characteristics Simulation Improves Q Factor by About 50% -



Taiyo Yuden will start mass production of the high frequency inductor AQ105 series for matching circuits in cell phones, notebook PCs, and other computer and communication equipment built with wireless communication capabilities. This product improves the Q factor by about 50% over the conventional high frequency inductor HK series. At the high frequency range of 1.8GHz, AQ105 1N0 achieves a high Q factor of 244, while AQ105 2N2 achieves 101 (both typical values).

Various types of wireless communication technologies are being increasingly embedded in cell phones, notebook PCs, PDAs, and other computer and communication devices. In cell phones, for example, the regular conversation function is now often joined by wireless features such as Bluetooth® and wireless LAN, by broadcast reception capabilities for TV and radio programs, and by the GPS function, so that devices sending and receiving on multiple frequencies are increasing in number. Such a rise in wireless communication functions on computer and communication devices will require more use of matching circuits, which are essential to the proper functionality of high frequency circuits and modules, leading to greater demand for the high frequency inductors for impedance matching.

Taiyo Yuden was an early entrant to the high frequency inductor market with the HK series, a compact, high frequency inductor designed for mounting ease. However, inductors for matching circuits used in high frequency ranges require high Q factors, leading to a need for a high frequency inductor with more advanced specifications than the HK series.

As a result, Taiyo Yuden optimized the technology of the HK series through a structural characteristic simulation to successfully develop a high frequency inductor product that was able to improve the Q factor by about 50% over the HK series while retaining its high mountability.

Mass production of this product is to begin at the Tamamura Plant (in Tamamura-machi, Sawa-gun, Gunma Prefecture) in October 2006, at a pace of 20 million units per month. The sample price is 10 yen per unit.

This product will be on display at the Taiyo Yuden booth for CEATEC Japan,
to be held starting October 3, 2006 at Makuhari Messe (Mihama-ku, Chiba city).