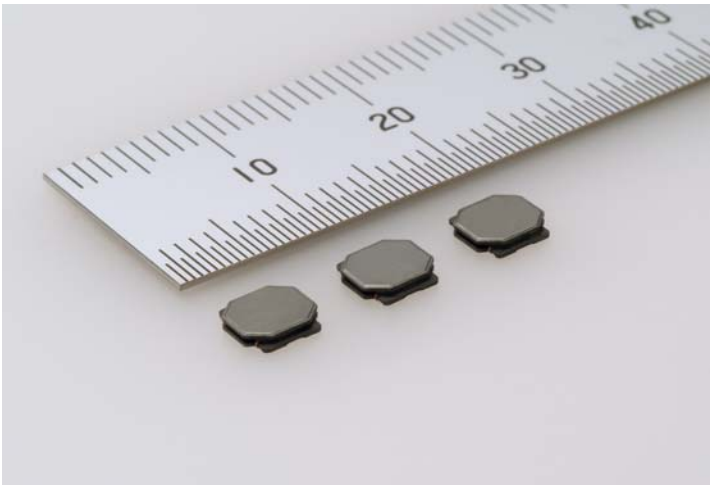
For immediate release

Taiyo Yuden Announces the Commercial Release of Low-Profile Power Inductor with Industry's Best-in-Class DC Bias Characteristics

5mm-Square Power Inductor of 1mm Height, Optimum for Tablet PCs' LCD Power Supply



TOKYO, May 24, 2011 — TAIYO YUDEN CO., LTD, today announced release of the low-profile wire wound power inductor "NRS5010" (4.9x4.9x1.0mm, thickness is maximum value) with superior DC bias characteristics. This product is aimed at tablet PCs, notebook PCs, and other mobile computing devices. It has a rated current value (DC saturation current) of 1.2A at the most commonly used inductance value of 4.7µH. This is a robust high current capability that achieves the best-in-class DC bias characteristics in the industry. As a DC-DC converter's choke coil for an LCD screen's LED backlight power supply, this product is optimum for use in tablet PCs, notebook PCs and other mobile computing devices. With this product release, Taiyo Yuden now offers a whole line-up of power inductors of 1.0mm thinness at 2.4, 3, 4, 5, and 6mm square sizes, to broaden the selection range for customers demanding ever-thinner devices.

The new product goes into mass production from June 2011 at one of the company's overseas production site, TAIYO YUDEN (PHILIPPINES) INC. (located in Lapulapu City, Cebu Province) at a total production volume of 10 million units per month. The price of samples is 30 yen per unit.

Technology Background

In recent years, the trend toward more compact, slimmer digital devices has steadily progressed. This has in turn triggered calls for advances in the size (more compact) and thickness (thinner) of those components mounted on the aforementioned devices. For tablet PCs and notebook PCs, in particular, use of LED backlighting for LCD panels has increased due to thinness and reduced power consumption. Meanwhile, increased performance and functions on mobile computing devices has boosted demand for more compact, higher performance ICs and their surrounding components in compact, thin sizes that can respond to high current. Taiyo Yuden optimized the core design and materials used in its acclaimed NR series as choke coils. These choke coils serve as the main component in DC-DC converters used as power supply circuits for various devices. The result was commercialization of the "NRS5010" at a thin

1.0mm while obtaining superior DC bias characteristics.

Looking ahead, Taiyo Yuden will endeavor to further upgrade and expand its lineup, focus on the development of products that match market needs and push forward with new wire-wound power inductors.

The NRS5010 Series Lineup

Ordering code	Inductance [μH]	DC resistance [Ω]	Rated Current [A] max	
			Saturation current	Temperature rise current
NRS5010T1R0N	1.0±30%	0.070	2.35	1.75
NRS5010T2R2N	2.2±30%	0.100	1.50	1.40
NRS5010T3R3M	3.3±20%	0.125	1.35	1.25
NRS5010T4R7M	4.7±20%	0.145	1.20	1.15
NRS5010T6R8M	6.8±20%	0.185	1.00	1.00
NRS5010T100M	10±20%	0.235	0.85	0.90
NRS5010T150M	15±20%	0.390	0.65	0.64
NRS5010T220M	22±20%	0.600	0.55	0.45

Application

Choke coils for LCD backlight power supply circuits, LCD driver circuits and other circuits in mobile computing devices (tablet PCs, notebook PCs, etc.)