



NEWS RELEASE

Mouser Signs Global Distribution Agreement with Ambiq to Deliver Ultra-Low Power AI Microcontrollers

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December 18, 2023 – **Mouser Electronics**, Inc., the industry's leading New Product Introduction (NPI) distributor with the widest selection of semiconductors and electronic components™, announces a new global distribution agreement with Ambiq, a leading supplier of low-powered, AI-enabled microcontrollers for **wearables**, hearables, IoT, edge devices and mobile **edge computing** applications.

“We are pleased to announce our partnership with Ambiq, which furthers our commitment to providing the latest products and technologies to our customers worldwide,” said Kristin Schuetter, Vice President of Supplier Management at Mouser Electronics. “We look forward to providing engineers and buyers worldwide with their innovative embedded solutions, backed by Mouser’s best-in-class logistics and unsurpassed customer service.”

“Mouser is well-known for its worldwide distribution and support system,” said Mike Kenyon, Vice President of Sales and Business Development at Ambiq. “We are excited to enter into this relationship. With distribution through Mouser, we can draw on their expertise in delivering leading-edge technologies and expand our global customer base.”

Among the Ambiq products now available from Mouser are the Ambiq **Apollo4 Blue Lite system-on-chip** (SoC) and the Ambiq **Apollo4 Blue Lite evaluation board**. The Apollo4 Blue Lite SoC features a 32-bit Arm® Cortex®-M4 core with a Floating-Point Unit, along with a Bluetooth® Low Energy 5.1 radio with robust RF connectivity. This SoC is ideal for use in battery-powered edge devices, including smartwatches, fitness bands, animal trackers, voice-activated remotes and digital health products. The Ambiq Apollo4 Blue Lite evaluation board offers a complete demonstration and development platform for the Apollo4 Blue Lite device.

Mouser also offers the **Apollo3 Blue Plus evaluation board** and the **Apollo3 Blue Plus SoC**. The Apollo3 Blue Plus device is based on Ambiq's Voice-on-SPOT (VoS) platform, making it the perfect microprocessor for enabling always-on voice assistant integration and command. The Apollo3 Blue Plus evaluation board enables quick and easy prototyping of the SoC. The **Apollo3 Blue Plus Voice-on-SPOT kit**, also available from Mouser, facilitates demos, evaluation, and the development of ultra-low power audio and voice capabilities on the Apollo3 Blue Plus SoC. The kit provides always-on voice capability with options for one or two microphones, signal processing, wake word/command detection, codec, and Bluetooth Low Energy communication.

The **Artasie AM1805 evaluation board** offers an easy method to measure and evaluate Ambiq's **AM18x5 real-time clocks**. The evaluation board includes on-chip oscillators to provide minimum power consumption, full RTC functions including battery backup and programmable counters and alarms for timer and watchdog functions, and a PC serial interface for communication with a host controller.

To learn more about Ambiq products available from Mouser, visit <https://www.mouser.com/manufacture/ambiq/>.

About Ambiq

Ambiq creates products to enable intelligent devices everywhere by developing the lowest-power semiconductor solutions to drive an energy-efficient, sustainable, and data-driven world. Ambiq has helped leading manufacturers worldwide create products that last weeks on a single charge (rather than days) while delivering maximum feature sets in compact consumer and industrial designs. Ambiq's goal is to take Artificial Intelligence (AI) where it has never gone before in mobile and portable devices, using Ambiq's advanced ultra-low power system on chip (SoC) solutions.

About Mouser Electronics

Mouser Electronics, a Berkshire Hathaway company, is an authorized semiconductor and electronic component distributor focused on New Product Introductions from its leading manufacturer partners. Serving the global electronic design engineer and buyer community, the global distributor's website, [mouser.com](https://www.mouser.com/), is available in multiple languages and currencies and features more than 6.8 million products from over 1,200 manufacturer brands. Mouser offers 27 support locations worldwide to provide best-in-class customer service in local language, currency and time zone. The distributor ships to over 650,000 customers in 223 countries/territories from its 1 million-square-foot, state-of-the-art distribution facilities in the Dallas, Texas, metro area. For more information, visit <https://www.mouser.com/>.

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