Using Catalogs to Browse and Consider Products

By Hayne Shumate, Mouser Electronics Vice President of Internet Business

At Mouser Electronics, we burn a lot of brain cells discovering better ways to get design engineers the information and products they need faster and easier than before. This is particularly difficult when the engineer has not yet selected a component. If he or she were working from a part number, we could immediately provide price and availability. But when the engineer is researching, considering and choosing a part, they need context and the most accurate technical information.

Catalogs, whether in print or online, continue to provide a rich method for product browsing and consideration. A strong catalog can be a valuable reference guide and this is true whether it is a 2500 page book on your desk or if it glows in the palm of your hand. We are now offering our new Mouser Mobile Compatible Catalog. This catalog is the latest of four highly accessible ways to browse, compare, and buy from Mouser's expansive selection of advanced semiconductors and electronic components. It works great on tablets, but also runs on smartphones, Kindle™, Wii™, laptops, desktop PCs, and more. It's our go anywhere catalog, making Mouser as mobile as you are.

At Mouser, we recognize that design engineers work in a variety of environments on a number of different computing platforms. It has been our task to provide them the tools they need in a format that makes sense for them. Our new mobile compatible catalog is that one-size-fits-all solution. It brings a rich catalog experience to nearly every device and platform. You can pull up the mobile compatible catalog on anything with a web browser and have immediate access without the need to install flash, Silverlight, or some other third-party plug-in. Search every word on every page in seconds, browse by product type, supplier or through just the newest products. You are one click away from spec sheets and real-time availability. The integration with our mobile website means that when you find what you are looking for, you can complete your purchase without waiting to get back to your office.

The launch of our new mobile compatible catalog is a huge development for design engineers everywhere. “Everywhere” doesn’t just mean when you are connected by wire, Wifi or 4G. This catalog is plenty fast over 3G. The ability to locate specific components and browse available new technologies from a mobile device is invaluable, especially when a conventional web browser isn’t readily available. This comprehensive catalog that fits in your pocket can save time and ultimately shape the success of your design.

When creating this mobile catalog, it was important for us to make it easy to use for our customers around the world. Our business has seen tremendous growth in Europe and Asia this year, so it only makes sense to design a catalog that can show many currencies and search in English, German, French and Chinese. We plan to roll out Italian in the fall.

According to Nielsen Company market researchers, the U.S. mobile Web user base is over 120 million. Parks Associates, a leading research firm, forecasts smartphone users to exceed 1 billion worldwide by 2014. Today’s engineers and buyers are not pinned to their desks. They can take advantage of this on-the-go option to quickly check stock in a design meeting, or order a component on the subway for next day delivery so they can begin designing quicker than their competition.

For Mouser, the launch of the mobile compatible catalog represents a milestone. We’ve made considerable efforts into expanding the availability of the newest and most advanced products for design engineers and buyers. Our customers are already leveraging this new tool – getting their new designs to market faster than ever before.

Catalog items are now easily available via multiple online channels: www.Mouser.com [1], MouserMobile, Advanced Digital Catalog, Mobile-Compatible Catalog, PDF Catalog, or print catalog.

Posted by Janine E. Mooney, Associate Editor

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[1] http://www.Mouser.com