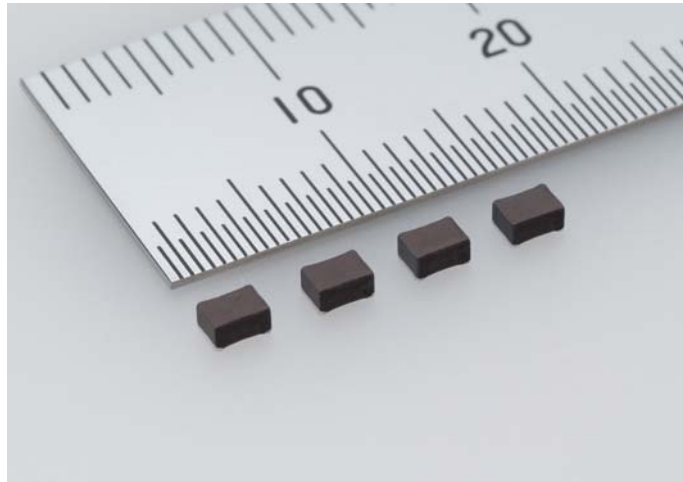


For immediate release

Taiyo Yuden Announces the Commercial Release of a Power Inductor that Helps to Realize More Compact and Energy Efficient Mobile Devices

Improving DC Resistance and High Frequency Characteristics to Enhance DC-DC Converter Efficiency



TOKYO, September 21, 2010 — TAIYO YUDEN CO., LTD. today announced details of the commercial release of the wire-wound chip power inductor BRHL2518, measuring 2.5 mm x 1.8 mm with a maximum thickness of 1.5 mm that helps to realize a more compact DC-DC converter for use in mobile devices while at the same time enhancing power conversion efficiency.

This product is considered ideal for mobile devices such as smartphones as well as compact digital equipment including digital cameras and portable music players. Compared with the Company's existing series CBC3225T2R2M, which measure 3.2 mm x 2.5 mm x 2.5 mm, this new offering enhances DC-DC converter efficiency by approximately 5% while at the same time reducing the volume by around 65%. In this manner, Taiyo Yuden has successfully delivered a product that is expected to contribute to the further reduction of digital equipment size while improving energy efficiency.

Production will commence from October 2010 at an output pace of 10 million units per month. The sample price is 20 yen per unit.

Technology Background

Together with a smaller size and advanced functionalities, lower power consumption is essential to today's mobile devices including smartphones as well as such compact mobile equipment as digital still cameras and portable music players. For this to occur, advances in higher switching frequency DC-DC converters as well as more compact choke coils offering improved performance are important.

In this context, Taiyo Yuden's BR series realizes maximum efficiency design through the use of single-sided electrode terminals, optimizes core design and prevents DC resistance from increasing through reduced size. In addition, steps have been taken to overhaul the use of materials in order to improve high frequency characteristics leading to the commercial release of the BRHL2518 series which realizes a smaller size and increased performance.

Looking ahead, Taiyo Yuden will continue to place the utmost emphasis on developing products that match the needs of the market and pursue the development of new wire-wound power inductor products.

This product will be exhibited at the Taiyo Yuden booth during CEATEC JAPAN 2010 to be held at Makuhari Messe (Mihama-ku, Chiba-City, Chiba Prefecture) from October 5 to October 9, 2010.

The BRHL2518 Series Lineup

Ordering code	Inductance [μH]	DC resistance [Ω]	Rated Current [mA] max	
			Saturation current	Temperature rise current
BRHL2518T1R0M	1.0	0.055	2000	1400
BRHL2518T1R5M	1.5	0.085	1700	1100
BRHL2518T2R2M	2.2	0.115	1500	1000
BRHL2518T3R3M	3.3	0.165	1200	800
BRHL2518T4R7M	4.7	0.245	1100	750