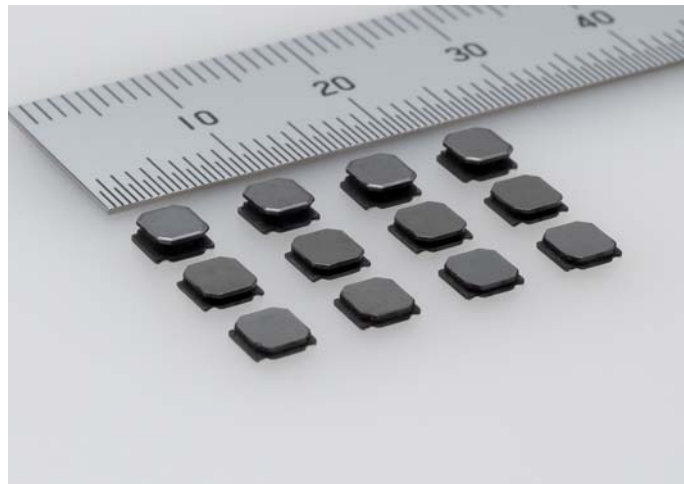


For immediate release

Taiyo Yuden Announces the Commercial Release of Power Inductors that Achieve Industry-Leading DC Bias Characteristics

DC Resistance and DC Bias Characteristics Substantially Improved Compared with Existing Products



TOKYO, September 21, 2010 — TAIYO YUDEN CO., LTD. today announced details of the commercial release of three new 4mm square wire-wound power inductors, the NRS4010 (4.0x4.0x1.0mm), the NRS4012 (4.0x4.0x1.2mm) and the NRS4018 (4.0x4.0x1.8mm), each representing a maximum thickness. At an inductance value of 2.2 μ H, the NRS4018T2R2M achieves a saturation current of 3.0A, boasting one of the industry's highest-ranked DC bias characteristics. Compared with Taiyo Yuden's existing NR4018T2R2M, DC resistance has been lowered by 30% and saturation current improved by approximately 11%.

These products are ideally suited for use in choke coil and filter circuit for DC-DC converters in various kinds of digital equipment including laptop computers, tablet devices, LCD TVs and digital cameras. With the release of these new 4mm square products, Taiyo Yuden has gone one step beyond the conventional 5mm square size to answer customers' needs for more compact power inductors and higher current needs without sacrificing space, thereby broadening available options.

The new products go into mass production from October 2010 at one of the Company's overseas production sites, TAIYO YUDEN (PHILIPPINES) INC. (located in Lapu-lapu City, Cebu Province) at a total production volume of 10 million units per month. The price of samples is 30 yen per unit for each type.

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. At the same time, advances in ICs and semiconductors driven by the trend toward more sophisticated and diversified functionality in digital devices require high current capabilities of such mounted components as inductors. In this context,

Taiyo Yuden has upgraded its highly acclaimed NR series used as a choke coil, or as a principal component in power supply circuit DC-DC converters in a variety of devices. These efforts and the application of more reliable materials as well as advanced core design have culminated in the commercial release of the NRS4010, NRS4012 and NRS4018 series which realize low DC resistance and high saturation current capability.

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.

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 NRS4010 Series Lineup

Ordering code	Inductance [μH]	DC resistance [Ω]	Rated current [A] max	
			Saturation current	Temperature rise current
NRS4010T1R0N	1.0	0.056	2.00	1.60
NRS4010T2R2M	2.2	0.085	1.20	1.30
NRS4010T3R3M	3.3	0.100	1.10	1.20
NRS4010T4R7M	4.7	0.140	0.95	1.00
NRS4010T6R8M	6.8	0.200	0.80	0.85
NRS4010T100M	10	0.300	0.62	0.68
NRS4010T150M	15	0.430	0.54	0.60
NRS4010T220M	22	0.570	0.45	0.50

The NRS4012 Series Lineup

Ordering code	Inductance [μH]	DC resistance [Ω]	Rated current [A] max	
			Saturation current	Temperature rise current
NRS4012T1R0N	1.0	0.042	2.80	2.20
NRS4012T2R2M	2.2	0.060	1.65	1.90
NRS4012T3R3M	3.3	0.070	1.40	1.70
NRS4012T4R7M	4.7	0.095	1.20	1.50
NRS4012T6R8M	6.8	0.125	0.90	1.30
NRS4012T100M	10	0.170	0.80	1.10
NRS4012T150M	15	0.260	0.65	0.75
NRS4012T220M	22	0.400	0.50	0.62

The NRS4018 Series Lineup

Ordering code	Inductance [μH]	DC resistance [Ω]	Rated current [A] max	
			Saturation Current	Temperature rise current
NRS4018T1R0N	1.0	0.027	4.00	3.20
NRS4018T2R2M	2.2	0.042	3.00	2.20
NRS4018T3R3M	3.3	0.055	2.30	2.00
NRS4018T4R7M	4.7	0.070	2.00	1.70
NRS4018T6R8M	6.8	0.098	1.60	1.45
NRS4018T100M	10	0.150	1.30	1.20
NRS4018T150M	15	0.210	1.10	0.85
NRS4018T220M	22	0.290	0.90	0.72
NRS4018T330M	33	0.480	0.70	0.55