

## New Product Announcement

# Mouser Electronics Now Shipping TDK PowerHap Actuators with Haptic Feedback for HMIs

**September 15, 2017** – [Mouser Electronics](http://www.mouser.com), Inc., the authorized global distributor with the newest semiconductors and electronic components, is now stocking [PowerHap](http://www.tdk.com)™ piezo actuators from [TDK](http://www.tdk.com). These new piezo actuators with integrated [sensor](http://www.tdk.com) functionality feature exceptional acceleration, force and response time performance to offer an outstanding quality of haptic feedback for human-machine interfaces (HMIs) in [vehicles](http://www.tdk.com), smartphones and tablets, household appliances, ATMs and vending machines, game controllers, [industrial](http://www.tdk.com) equipment and [medical](http://www.tdk.com) devices.

[TDK PowerHap](http://www.tdk.com) actuators, available from Mouser Electronics, are based on multilayer piezo plates with cost-effective copper inner electrodes, which allow designers to drive the actuators with relatively low operating voltages up to 120 V. Unlike conventional electromagnetic solutions, PowerHap actuators can excite the entire stimulation range between 1 Hz and 1000 Hz. As a result, the actuators have no significant frequency or amplitude limitations for customized haptic feedback. In this way, the actuator enables designers to develop custom high-definition haptic feedback profiles that users expect from cutting-edge HMIs.

The PowerHap actuators are available in three types, each in a RoHS-compatible ceramic body with titanium cymbals for displacement amplification. The 2.5G type achieves a displacement of up to 35 µm and can generate an acceleration of 2.5 g forces of up to 5N in a 9mm × 9 mm footprint. The 12.7 mm × 12.7 mm 7G type achieves a displacement of up to 100 µm and can generate an acceleration of 7 g forces of up to 5 N. The 15G type is a 26 mm × 26 mm devices that can achieve a displacement of more than 200 µm. and can generate an acceleration of 15 g forces of up to 20 N.

To learn more, visit [www.mouser.com/tdk-epcos-powerhap-piezo-actuator](http://www.mouser.com/tdk-epcos-powerhap-piezo-actuator).

With its broad product line and unsurpassed customer service, Mouser strives to empower innovation among design engineers and buyers by delivering advanced technologies. Mouser stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is continually updated and offers advanced search methods to help customers quickly locate inventory. Mouser.com also houses data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

### **About Mouser Electronics**

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 4 million products from over 600 manufacturers. Mouser offers 22 support locations around the world to provide best-in-class customer service and ships globally to over 550,000 customers in 170 countries from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <https://www.mouser.com/>.

### **About TDK Corporation**

TDK Corporation is a leading electronics company based in Tokyo, Japan. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's portfolio includes passive components, such as ceramic, aluminum electrolytic and film capacitors, ferrites and inductors, high-frequency products, and piezo and protection components, as well as sensors and sensor systems and power supplies. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, and TDK-Lambda. TDK's further main product groups include magnetic application products, energy devices, and flash memory application devices. TDK focuses on demanding markets in the areas of information and communication technology and automotive, industrial and consumer electronics

### **Trademarks**

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– 30 –

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