



# TDK-Lambda

## For Immediate Release

### **TDK Contact in U.S.:**

Sara Reynoso  
TDK Corporation of America  
Tel: 972-409-4519  
E-mail: [sreynoso@tdktca.com](mailto:sreynoso@tdktca.com)

## **TDK Introduces New LED Driver Series at SID 2008**

*The TDK-Lambda Branded TLD Series Features High Reliability and Long Life Applications*

**Los Angeles, CA, May 19, 2008** —**TDK Corporation** is introducing a new line of LED Drivers under the TDK-Lambda brand. The TLD Series is designed for White LED backlight and is designed with key components, such as capacitors and inductors, manufactured by TDK. The TLD Series can be seen at TDK's booth at the SID Show this week, May 20-22 at the Los Angeles Convention Center, Booth 702.

Currently available in the series are the **TLD-210012PJ107** and **TLD-310012PJ109**, which are guaranteed for long-life applications (more than seven years), offer a wide operating temperature range (suitable for industrial products) and provide safety functions.

Ideal applications for the TLD Series include POS, ATM, Medical Equipment, Test and Measurement Equipment, Gaming, Video Monitoring (Home Automation and Security / Surveillance) and more.

Production for the new series begins in August 2008 and samples are available upon request.

### **Product Specifications:**

Item	Input Voltage	Output Current	No. of Strings	Remote	PWM Dimming	Alarm Function	Built-in Fuse
TLD-210012PJ107	10.8-13.2(V)	100(mA/string)	2	available	external	not available	available
TLD-310012PJ109	10.8-13.2(V)	100(mA/string)	3	available	internal/ external	available	available

- continued -

## 2 – TDK Announces New LED Driver – 2

### **About TDK:**

*TDK Corporation (NYSE: TDK), a leading global electronics company based in Japan, employs over 51,000 people worldwide. The company was established in 1935 to commercialize "ferrite," a key material in electronics and magnetics. TDK's current product line includes ferrite materials, electronic components, factory automation solutions, anechoic chambers & test systems, magnetic heads for hard disk drives (HDD) and power supplies. Net sales in FY08 were US\$8.7 billion. For more information on TDK products visit our website at [www.TDK.com](http://www.TDK.com).*

###