



For Immediate Release

TDK Contact in U.S.:

Sara Reynoso
TDK Corporation of America
Tel: 972-409-4519
E-mail: sreynoso@tdktca.com



TDK Develops New Series of Low-Profile Choke Transformers for FPDs *New Core Configuration Reduces Volume 30% & Weight 20% Compared to Earlier Products.*

Los Angeles, CA, May 19, 2008 —**TDK Corporation** introduces a new series of low-profile PFC choke transformers especially designed for flat-panel displays. These new transformers, just 20mm-25mm high, are intended for use in circuits that improve the power factors of flat-panel display power supplies. The PFC 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.

The PFC Series uses PC47, a ferrite material developed by TDK, for the wound core of the coil. Adopting a new configuration allows the winding wire cross-section to be increased while maintaining a low-profile design. As a result, the performance is the same as the current SRW4025EC choke transformers, but the volume is 30% smaller and the weight is 20% lower.

The lineup of new choke transformers consists of the industry's first series ranging from 75W to 300W. A total of 12 different products in four series enable users to choose the optimal transformer according to the specific application.

As consumer electronics such as flat-panel displays are being made thinner, smaller, and lighter the use of switching power supplies is common. Many of these switching power supplies are capacitor input types with capacitors after the rectifier circuit that converts alternating current to direct current, but charging and discharging the capacitors reduces the power factor.

- continued -

2 – TDK Introduces PFC Series – 2

Power factor improvement circuits can reduce this effect, and in recent years the use of such circuits has increased considerably. To respond to these needs, the new choke transformers were designed specifically for use in power factor improvement circuits. The core is made of a high saturation flux density² ferrite material developed by TDK that contributes to higher performance and miniaturization.

Production for the new PFC series began earlier this year.

Product Information:

| Product | Configuration (mm) | Input Voltage (V) | Output Power (W) | Driving Frequency (kHz) | Inductance |
|----------------------|--------------------|-------------------|------------------|-------------------------|------------|
| PFC3318QM-601K03B-01 | 28×35×20 | 85~264 | 75 | 50 | 600μH |
| PFC3318QM-601K03E-01 | 28×35×20 | 85~264 | 75 | 50 | 600μH |
| PFC3318QM-451K04B-01 | 28×35×20 | 85~264 | 100 | 50 | 450μH |
| PFC3519QM-451K04E-01 | 30×37×20 | 85~264 | 100 | 50 | 450μH |
| PFC3519QM-301K06B-01 | 30×37×20 | 85~264 | 150 | 50 | 300μH |
| PFC3819QM-301K06E-01 | 33.5×40×20 | 85~264 | 150 | 50 | 300μH |
| PFC3519QM-231K07B-01 | 30×37×20 | 85~264 | 200 | 50 | 230μH |
| PFC3819QM-231K07D-01 | 33.5×40×20 | 85~264 | 200 | 50 | 230μH |
| PFC3819QM-181K09B-01 | 33.5×40×20 | 85~264 | 250 | 50 | 180μH |
| PFC4124QM-181K09D-01 | 38×43×25 | 85~26 | 250 | 50 | 180μH |
| PFC3819QM-151K11B-01 | 33.5×40×20 | 85~264 | 300 | 50 | 150μH |
| PFC4124QM-151K11D-01 | 38×43×25 | 85~264 | 300 | 50 | 150μH |

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.

###