

For Immediate Release



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**TDK LAUNCHES NEW POWER SUPPLY TRANSFORMERS WITH
OPTIMIZED CORE CONFIGURATIONS**
Compact Sizes Up to 30% Smaller than Earlier TDK Products

TOKYO, JAPAN, April 18, 2005 —TDK Corporation announced today sales will begin at the end of May 2005 for a new series of compact, low-cost power supply transformers designed for a wide range of different applications. TDK optimized the core materials and configurations used in standard power supply transformer components according to the application.

TDK performed a major overhaul of its power supply transformer products, creating new transformers that are up to 30% more compact and that require up to 20% less mounting space than earlier products with the same output. In order to create transformers optimized for specific applications such as AC adaptors and various types of audio-visual devices, TDK developed and adopted new technologies including new core configurations and thinner cores. TDK has applied for six different patents and design registrations with respect to the new core and bobbin configurations.

In order to make the transformers smaller, TDK selected core materials optimized for specific applications and adopted innovative core configurations, resulting in substantially lighter-weight cores. This series of transformers can be used in a variety of application devices that require low-profile shapes, compactness, and low-heat generation and will contribute to smaller and lighter-weight devices.

The new of transformers will be on display at the TDK booth at the Techno-Frontier 2005 show that will open at the Nippon Convention Center (Makuhari Messe) on April 20.

Main Applications

- AC adaptors, battery chargers, DC-DC converters, audio-visual devices, inverter household appliances, LCD televisions, plasma display panel televisions.

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Main Features

Compact and Lightweight

- TDK adopted different approaches for reducing size and weight according to the transformer applications. By conducting extensive magnetic circuit simulations, TDK was able to adopt revolutionary elliptical cores in multiple output transformers (such as those used in DVD players, air conditioners, and other consumer electronics), reducing both the core and transformer body volume and weight and cutting mounting area by 22.5% and volume by 27.0%. In addition, by investigating optimal bobbin terminal core opening shapes and reducing the core thickness, TDK has minimized the weight of cores used in single output transformers.

Main Properties

Transformer Application	Product	Dimensions (mm)	Change in Core Volumes (compared to earlier products)	Output (W)	Operating Frequency(kHz)	Circuit Type
Multiple output transformer	SRW2420EG	30×28×25	-27%	25	25	Automatic Flyback
Multiple output transformer	SRW2425EG	30×28×30	-27%	50	35	Automatic Flyback
Low-profile multiple output transformer	SRW33EX	36×42×23	-20%	65	40	Automatic Flyback

Production and Sales Plan

- Mass production to start at the end of May 2005.

About TDK Corporation

TDK Corporation (NYSE: TDK) is a leading global electronics company based in Japan. It was established in 1935 to commercialize "ferrite," a key material in electronics and magnetics. TDK's current product line includes ferrite materials, electronic components and ICs, wireless computer networking products, magnetic heads for HDD, digital recording hardware and advanced digital recording media. Net sales in FY2004 were US\$6.2 billion. For more information about TDK, please visit www.tdk.com.

TDK Corporation of America is the North American sales and marketing division, which provides a wide range of support in electronic components including EMC components, inductors, and capacitors in the Americas. For additional information visit our web site at www.component.tdk.com.

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