BOURNS

## UPDATE **MEMO**

## Announcing New Bourns Mobile App for iPhone® and Android®

*Riverside, California - March 19, 2020 -* Bourns is pleased to announce the launch of our brand new mobile app. The new Bourns app is now available FREE to download for iOS and Android at the <u>Apple® App Store</u> and at the <u>Google® Play Store</u>. As you know, mobile apps are very popular marketing tools these days with over 50 million people visiting the Apple® App Store per week. This is a great opportunity for Bourns to build additional brand awareness and to help engineers access our extensive and insightful library of marketing materials.

Features available on our new app include:

- Data sheet access
- Search by part number or keyword
- Search using competitor cross reference
- Parametric search
- View availability and purchase options
- Order parts from distributors
- Order samples
- Watch videos from our library and technical training sections
- Access design tools



We invite you to download the new Bourns app and check out its many features. To locate the new Bourns app for your Apple<sup>®</sup> phone just go to the <u>App Store for iPhone<sup>®</sup>/iPad<sup>®</sup></u> and the <u>Play Store for Android<sup>®</sup></u> devices and search for "Bourns Electronic Components".

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