



For Immediate Release

TDK Contact in U.S.:

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

TDK Releases DC-DC Converter for xDSL Applications

Richardson, TX, April 30, 2008 —**TDK Innoveta Inc.** has again expanded its DC/DC converter product lineup with the addition of the iTA family of DC/DC converters. The series features two fully regulated outputs to power both the control circuitry and the line driver ICs typical of xDSL applications.

Initially available in two 48V input, dual output versions. The iTA48016A050M-000 rated at 114W provides 5V/15.8A, 15V/2.3A and the iTA48016A050M-100 rated at an impressive 129W, delivers 5V/15.8A, 20V/2.5A. Both facilitate powering a variety of manufacturers' xDSL line driver ICs, POLs, logic and voice chips.

With a design targeted for central office line card applications, the iTA family provides exceptional thermal performance with a very high level of useable power in environments with system cooling provided either by natural convection or very low levels of airflow. The single board construction, has been size optimized at 87.6 x 50.8 x 14.4mm (3.45 x 2.00 x 0.57 ins) and features field proven topologies with simple power conversion circuitry to maximize the reliability and thermal performance whilst minimizing the cost, making it ideally suited for high volume users.

Providing upto 91% efficiency the iTA family will also be suitable for telecom, datacom, wireless networks, and many other applications requiring dual output voltages and high thermal performance such as robotics, factory automation, industrial and a host of others.

- continued -

3 – TDK Develops DC-DC Converters for xDSL Applications– 3

The iTA family standard features include fixed frequency operation, output over current, short circuit, and overvoltage as well as module over temperature auto-recovery protection circuitry. Negative polarity on/off is offered as an option. The input is fully isolated from the outputs to 1500V, whilst the outputs share a common return. TDK Innoveta's entire product range is RoHS compliant. Safety approvals include UL60950 (US and Canada), VDE 0805, CB scheme (IEC950), and CE Mark (EN60950).

Samples are available now, with production quantities on standard lead times. Further details can be obtained by contacting your local TDK sales office or visiting our web site.

About TDK Innoveta Inc.

TDK Innoveta Inc., a TDK company, continues to set new benchmarks for technological innovation and business efficiency in the development, manufacturing and support of high density power products. TDK DC-DC converters combine flexibility, reliability, and the highest usable power density for telecommunications, data communications and computer applications. For information, please call toll free at 1-877-498-0099 or visit our website at <http://www.tdkinnoveta.com>

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, wireless computer networking products, magnetic heads for HDD, and advanced digital recording media. For more information about TDK, please visit <http://www.tdk.com> or <http://www.tdk.co.jp>.

###