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## For Immediate Release



Hall A5 Stand 524

### **Mouser Electronics Announces New Partnership with Grant Imahara of *Mythbusters* Fame to “Empower Innovation Together™”**

**November 11, 2014, Munich, Germany** - [Mouser Electronics](#), the global authorized distributor with the newest semiconductors and electronic components, announced at [electronica](#) today a new partnership with longtime Mouser customer [Grant Imahara](#), a celebrity engineer, best known for his role on *Mythbusters*. As a practicing engineer, Grant can relate to engineers everywhere. He understands the frustrations and inspirations that keep engineers challenging themselves to design the next great thing. The collaboration emphasizes Mouser's commitment to the engineering community in bringing them the newest products and information to inspire new designs.

The “Empowering Innovation Together” campaign kicks off today. Together Mouser and Mr. Imahara will invite the engineering community on a journey to empower innovation. Mouser will create a series of webisode videos with Grant as the host, featuring unique content highlighting innovative, creative engineers worldwide. There will be features on the newest products and technical expertise to help speed new designs. The partnership will provide both inspiration and guidance, plus contribute to the culture of inventive thinking. It's another way Mouser is personally connecting itself to engineers through innovation and creativity that defines engineering design.

Well known in the engineering community, Imahara has paired his engineering expertise with a Hollywood TV and film career. In addition to his roles on *Mythbusters* and *Battlebots*, Imahara is the inventor behind many famous robotic characters – including the *Star Wars* prequel-era *R2-D2*, *The Late Late Show's* Craig Ferguson sidekick – *Geoff Peterson*, the talking robot, and the rhythmic arms on the modern day *Energizer Bunny*. He joins the Mouser team as a collaborator and spokesperson who shares Mouser's passion to positively influence and support innovative design. Visit the site at [www.mouser.com/empoweringinnovation](http://www.mouser.com/empoweringinnovation).

“I've been a Mouser customer for over 20 years,” states Grant Imahara. “Their components have been a part of the DNA of almost all my major projects. It's always been a great experience; so when they reached out to me with the ‘Empowering Innovation Together’ campaign, I was truly excited about the opportunity. I'm looking forward to working with Mouser to empower and inspire more engineers like me.”

“Mouser is thrilled to announce our new partnership with renowned engineer Grant Imahara,” says Glenn Smith, President and CEO. “Together, it's a great partnership because we provide the newest products and technologies, and Grant provides the inspiration and engineering expertise.”

Mouser is devoted to helping engineers speed their designs by delivering the newest electronic components and advanced technologies, along with a spectrum of resources, through its website Mouser.com. The global distributor supports inventive thinking by empowering engineers worldwide to make their ideas a working reality.

To learn more about Grant Imahara and the Mouser partnership, visit <http://www.mouser.com/empoweringinnovation>.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 20 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated many times daily and searches more than 10 million products to locate over 4 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

#### **About Mouser Electronics**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 4 million products online from more than 500 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 400,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

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