

**Media Contact:**

Jennifer (J.R.) Gooding

O: 512.477.7373 M: 310.927.1829

[jgooding@prime-techpr.com](mailto:jgooding@prime-techpr.com)**Mouser Electronics and Grant Imahara Launch New Series  
All Things IoT about Technology Redefining How We Live**

**October 17, 2018** – [Mouser Electronics](#) Inc. and celebrity engineer Grant Imahara today released a new video introducing [All Things IoT](#), the latest series in Mouser's award-winning [Empowering Innovation Together](#)™ program.

In this new [video](#), Imahara and Mouser delve into the Internet of Things (IoT) — the technological revolution that is reshaping our homes, workplaces and cities, while also fundamentally redefining how we think about communication, productivity and safety. The All Things IoT series is sponsored by Mouser's valued suppliers [Digi International](#), [Maxim Integrated](#), [Murata](#) and [TE Connectivity](#).

The video explores the complexity of an "All Things IoT" life, starting with how we could maximize every square inch of our homes and make them smarter. The video begins with an example in a smart tiny house, a trend gaining enormous popularity to combat urbanization's effects on housing affordability and energy efficiency. Imahara and Mouser discover how home automation can provide more comfort in smaller spaces while lowering energy costs.

"IoT is poised to change how we interact with our environment, from small corners of our homes to massive urban spaces," said Glenn Smith, President and CEO of Mouser Electronics, the global authorized distributor with the newest components. "These innovative technologies will make our lives easier and more comfortable while helping to significantly improve the environment on multiple levels."

"IoT and Industrial IoT will be true game changers that save time and significant amounts of money for individuals and companies alike. I anticipate that most every home, office and city will be fully connected in our children's lifetimes," adds Imahara.

The [All Things IoT](#) video showcases Imahara's visit with Gerald Kleyn from the Hewlett Packard Enterprise (HPE) IoT Innovation Lab. Together, they look into the lab's innovative case studies that examine how IoT is impacting our workplaces and cities as a whole. In the first example, a power company installs millions of smart meters in Houston to sense and track service and find potential threats to the system. The second case shows how a petrochemical company runs "The Refinery of the Future," demonstrating increased efficiency and safety based on IoT enhancements.



Mouser / All Things IoT Launch  
Page 2

Since 2015, Mouser's Empowering Innovation Together program has been one of the most visible and recognized programs in the electronic component industry, featuring the future of human-machine interaction in [Generation Robot](#) to the amazing benefits of technologies that are [Shaping Smarter Cities](#). For 2018, Mouser's goal is to reach even more innovators around the globe with the Empowering Innovation Together program, focusing on how robots impact humanity.



To learn more about this and the rest of Mouser's Empowering Innovation Together series, visit [www.mouser.com/empowering-innovation](http://www.mouser.com/empowering-innovation) and follow Mouser on [Facebook](#) and [Twitter](#). To watch the new video, go to <https://youtu.be/tKxvycCR6IM>.

#### **About Mouser Electronics**

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 5 million products from over 700 manufacturers. Mouser offers 23 support locations around the world to provide best-in-class customer service and ships globally to over 600,000 customers in more than 220 countries/territories from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

#### **About Grant Imahara**

Well known in the engineering community, Grant Imahara has paired his engineering expertise with a successful TV and film career. In addition to his roles on *MythBusters* and *BattleBots*, Imahara has worked on many famous robotic characters, including R2-D2 from *Star Wars*, the talking robot skeleton sidekick Geoff Peterson from *The Late Late Show with Craig Ferguson*, and the Energizer Bunny.

#### **Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

– 30 –

Further information, contact:  
Kevin Hess, Mouser Electronics  
Senior Vice President of Marketing  
(817) 804-3833  
[kevin.hess@mouser.com](mailto:kevin.hess@mouser.com)

For press inquiries, contact:  
Kelly DeGarmo, Mouser Electronics  
Manager, Corporate Communications and Media Relations  
(817) 804-7764  
[kelly.degarmo@mouser.com](mailto:kelly.degarmo@mouser.com)