



US Headquarters  
1000 N. Main Street, Mansfield, TX 76063, USA  
(817) 804-3800 Main  
[www.mouser.com](http://www.mouser.com)

## For Immediate Release

### Mouser Joins *Design News* to Award Top Rising Engineering Star

*Punya Prakash from TI's Sitara™ ARM® Processors Group*

**February 8, 2013** – [Mouser Electronics](http://www.mouser.com), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, today announced that in partnership with *Design News*, it will formally recognize this year's Rising Engineering Star in a ceremony held on Tuesday, Feb. 12th in Anaheim, Calif.

"It was no easy task for the content team and advisory board to choose the top innovator," said Rich Nass, Brand Director for *Design News*, "but after sorting through all of the nominations there was one individual who stood out - Punya Prakash."

Recently promoted from the applications engineering team, Prakash is an end equipment manager leading the Sitara™ ARM® Processors extensive smart home solutions initiative with Dallas-based [Texas Instruments Incorporated](http://www.ti.com) (TI) where she is innovating home and building automation. Her hard work and proven track record as a leader made her a standout as a top rising engineering star.

The Rising Stars program is the latest cooperative effort between Mouser and *Design News*, a division of UBM that serves the information needs of design engineers around the globe.

"Punya Prakash is not only a leader and a hard worker, but the fact that people turn to her for technical advice is a huge compliment, she has earned peer respect. She's active in community programs and looks like the fastest moving comet in this bunch," said *Design News* Senior Technical Editor Ann Thryft. Prakash, a native of Bangalore, India, was chosen from among a myriad of Rising Engineering Star nominees, ranging from students to a CEO.

"The people who made the list really stood out of the pack and are making big moves in the engineering world," said Larry Johannes, Mouser Vice President of Brand Marketing. "Their accomplishments and commitment to their work show that they are striving to advance the engineering world and consistently trying to improve our daily lives. We extend our congratulations to all of these exceptional nominees."

"As a company on the forefront of technology, Mouser is excited to be part of the Rising Stars program to recognize today's brightest up-and-coming engineers," Johannes continued. "Every day, engineers are developing new, life-changing devices. As a distributor of the newest semiconductors and electronic components, Mouser is helping turn their ideas into the working prototypes to become the advanced products of tomorrow. We applaud their innovation."

--continued--

Laura Billatos, a TI colleague who nominated Prakash for the award, told *Design News* of the engineer's many accomplishments. "Prakash has broken the glass ceiling in the often male-dominated technology industry. She has only been with TI for a little more than three years, but has already made a mark," she said.

"Prakash is often the first resource people go to with hardware and software questions. With a proven track record of excellence in development, she was promoted to lead the Sitara team's extensive smart home initiative - one of the most important trends facing the market today."

"She always shows deep interest in the areas in which she is working and is constantly recommended to any team that requires quality insight and products."

"Prakash is actively involved in various leadership programs within TI such as the ASP's New Employees Initiative, the Women's Initiative, and the STEM retention programs in high schools in the Dallas-Fort Worth metropolis. Prakash shows leadership in development and technology and her 'can-do' attitude, coupled with her extensive knowledge, has made her a role model for women."

Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 19 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 daily and searches more than 10 million products to locate over 3 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 3 million products online from more than 450 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 375,000 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>.

### **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.