

**EMPOWERING
INNOVATION
TOGETHER**
with Grant Imahara

For Immediate Release

Mouser Electronics and Grant Imahara Launch 2019 Empowering Innovation Together Series, “Engineering Big Ideas”

August 14, 2019 – [Mouser Electronics](#) Inc. and celebrity engineer Grant Imahara join forces for the fifth consecutive year in this latest edition of the award-winning [Empowering Innovation Together](#)™ series: Engineering Big Ideas. To watch the first video, go to <https://youtu.be/u4mnYkH8ntc>.

This [four-part series](#) will explore the process of turning an idea into a product and examine the path to commercialization — from discovery to design and eventually development. Imahara and Mouser will explore the stops, the starts, the pitfalls, and the excitement of bringing an idea to life. They will take a closer look at how individuals and small groups can move from idea inception to an end product in the absence of huge corporate resources and technological infrastructure. The Engineering Big Ideas series is supported by Mouser’s valued suppliers [Analog Devices](#), [Intel](#)®, [Microchip Technology](#) and [Molex](#).

To kick off the series, Imahara visits the Arizona test track of Nikola Motor Company. There, he talks with CEO Trevor Milton about how Nikola Motor Company is bringing its vision for hybrid truck design to market, and revolutionizing the economic and environmental impact of commerce in the process.

“Innovation is what drives technologists, from makers to professional designers and developers,” states Glenn Smith, President and CEO of Mouser Electronics, a leading global distributor with the newest semiconductors and electronic components. “We are inspired by the drive we see in our customers to continually create and improve the products, services and solutions that can transform our day-to-day lives.”

“The people who are changing our world are starting from an idea and bringing it all the way through to finished product with the power of their intellect, training, tools and available products,” said Imahara, a longtime Mouser customer. “I’m looking forward to showcasing some incredible technology innovations this year.”

The Empowering Innovation Together program has been one of the most recognized and notable electronic component marketing programs since 2015, highlighting a range of innovative developments from [IoT and smart cities](#) of the future to [robotics technologies](#).

To learn more about this and all of Mouser’s Empowering Innovation Together series, visit www.mouser.com/empowering-innovation and follow Mouser on [Facebook](#) and [Twitter](#).



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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 nearly 800 manufacturers. Mouser offers 26 support locations around the world to provide best-in-class customer service and ships globally to over 630,000 customers in 230 countries/territories from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit 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.

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