

For Immediate Release

Innovative Solution Wins 1st Mouser 500 Engineering Challenge

July 18, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today congratulates Hector F. Serrano of Florida as the winner of the very first Mouser 500 Engineering Challenge. Serrano's innovative concept helped the Mouser/KV Racing Technology Team in the re-design of an Automated Damper Vacuum Machine used to test racing shocks.

The Mouser 500 Engineering Challenge will pose two more challenges to participants over the course of this summer in its search for the best solutions. Participants will be asked to develop an innovative solution to each challenge, describe it in detail and submit it for consideration through the Mouser 500 Engineering Challenge website at <http://www.mouser.com/500challenge>. Ten solutions deemed to be the best from each challenge will be reviewed by the Mouser/KV Racing Technology Team and the finalist whose solution is judged to be the best in each challenge will win an Apple iPad 3. All three First Prize iPad winners will be entered to win the Grand Prize of an autographed Tony Kanaan racing helmet.

"I thank you, KV Racing and the staff at Mouser Electronics, again for the opportunity given to the general engineering community to try and offer suggestions that might alleviate some of the issues facing the KV Racing team in their day-to-day activities," says Hector F. Serrano, Senior Electrical Engineer at MWH. "Any ideas put on paper are just that, ideas. Realization would not be possible without the expanse of tools and products that Mouser offers. My humble thanks again to all involved at Mouser Electronics for being a leading worldwide semiconductor and electronic component distributor in the USA."

"The Mouser team and KV Racing would like to congratulate Hector Serrano for being our first winner in the Mouser 500 Engineering Challenge," states Larry Johannes, Mouser Vice President of Strategic Marketing. "It's innovative engineers like Hector that create the advanced technology of tomorrow. We're also looking forward to seeing how the nation's top engineers might approach the remaining two issues facing in the Mouser 500 Engineering Challenge in the next few weeks."

The second challenge, which runs now through July 31st, invites participants to find a better way to determine the level in the refueling tank. Currently, there is a Gill level sensor (12V DC supply, 0-5V DC output and RS422 serial feed) in the tank to track fuel volume during race testing. The challenge is to come up with a solution that includes a local and rugged digital read out for fuel volume to be used during actual IndyCar races that can also wirelessly transmit real-time fuel levels to a laptop in the pit. All electronics will be external to the tank in an environmentally sealed enclosure. General racing parameters include the practice of using sealed connectors, externally braided wire, and environmentally sealed boxes that conform to IP67/68. Full information on all of the challenges, details on how to participate, and complete contest rules can be found at <http://www.mouser.com/500challenge>.

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The Challenge contest is part of Mouser's extensive racing program. The company first set its sights on an IndyCar sponsorship last year as an innovative way to connect with the industry's top engineers, and as a high-tech platform to showcase its valued supplier partnerships. Joining Mouser as co-sponsors are [TTI, Inc.](#), [Murata](#), [Molex](#), [TE Connectivity](#), [Phoenix Contact](#), [Littelfuse](#), [KEMET](#), [Ohmite](#), [Hammond](#), [Harwin](#), [Digi](#), [ebm-papst](#), [Omron](#), [BIVAR](#), [Fluke](#), and [Amphenol](#).

After a record-breaking 2011 debut, Mouser has teamed up with IndyCar Champion Tony Kanaan and KV Racing for 2012. Tony is now gearing up for the Edmonton Indy 2012 where he will drive the #11 MOUSER ELECTRONICS / GEICO / KV Racing Technology Chevrolet/Firestone IndyCar. For the latest updates on Mouser's IndyCar news and Tony Kanaan, visit <http://www.mouser.com/indy/>. To view a video interview with Tony Kanaan during his recent visit to Mouser's corporate headquarters, click on <http://mou.sr/GSTKHT>.

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 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 8.9 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>.

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