



## **Mouser Electronics Partners with Marvel to Bring Super Hero Tech to Life**

*Mouser Innovation Lab taps veteran Mythbuster Grant Imahara to create new tech to coincide with release of Marvel's Captain America: Civil War*

**Dallas & Fort Worth, TX — May 5, 2016** — [Mouser Electronics](#) Inc., a leading global authorized distributor of the newest electronic components, and Marvel have partnered to launch the [Project Heroes](#) video series, designed to educate and entertain future engineers and fans of the Marvel Cinematic Universe.

Marvel and Mouser are bringing to life Super Hero technology straight from the movie *Captain America: Civil War* through the new video series as part of Mouser's [Empowering Innovation Together™](#) program. The videos follow former *Mythbusters* star Grant Imahara and viral video celebrity Allen Pan through the creation of working versions of Captain America's shield and Iron Man's famous gauntlet. The series of videos describe the full build process — from concept to the final unveiling — to show tech lovers the real-life possibilities of Super Hero technology built with new parts from [Molex](#) and [Analog Devices](#).

"Just think about it," said Imahara, "We've been let loose in the new Mouser Innovation Lab and asked to make Super Hero equipment that actually works. It's a dream assignment."

While Grant concentrates on building a fully articulated Iron Man gauntlet — complete with lasers — Allen builds a controllable Captain America shield capable of flying back to his arm using drone technology. To watch Grant and Allen discuss their project designs, visit <https://youtu.be/wHchwRJNK2k>. Then, to watch the Super Hero technology in action, go to <https://youtu.be/bN4b0cM9Bk>.

"This is the best of all worlds: combining Mouser's engineering with Marvel's characters and imagination into entertaining STEM-oriented videos. We want to help students and others gain new insights into these technology fields," stated Mindy Hamilton, Senior Vice President of Global Partnerships at Marvel Entertainment.

"Engineering is all about capability and creativity, so only good things can come from bringing the Super Hero world of Marvel into the Mouser Innovation Lab. We hope that innovators of all ages will be inspired by these projects. After all, that's the ultimate goal of the Empowering Innovation Together program," said Glenn Smith, President and CEO of Mouser Electronics.

After this Super Hero series, the 2016 Empowering Innovation Together program will find Grant and Mouser exploring space technology, pushing the boundaries of drone capabilities and even 3D printing a car. To keep up to date with the Empowering Innovation Together Program, visit [www.mouser.com/empowering-innovation](http://www.mouser.com/empowering-innovation).



### **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 four million products online from more than 600 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 500,000 customers in 170 countries 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 Marvel's "Captain America: Civil War"**

Marvel's "Captain America: Civil War" finds Steve Rogers leading the newly formed team of Avengers in their continued efforts to safeguard humanity. But after another incident involving the Avengers results in collateral damage, political pressure mounts to install a system of accountability, headed by a governing body to oversee and direct the team. The new status quo fractures the Avengers, resulting in two-camps—one led by Steve Rogers and his desire for the Avengers to remain free to defend humanity without government interference, and the other following Tony Stark's surprising decision to support government oversight and accountability.

Marvel's "Captain America: Civil War" stars Chris Evans, Robert Downey Jr., Scarlett Johansson, Sebastian Stan, Anthony Mackie, Don Cheadle, Jeremy Renner, Chadwick Boseman, Paul Bettany, Elizabeth Olsen, Paul Rudd, Emily VanCamp, Marisa Tomei, Tom Holland, Frank Grillo and Martin Freeman, with William Hurt and Daniel Brühl.

Anthony & Joe Russo are directing with Kevin Feige, p.g.a. producing. Louis D'Esposito, Victoria Alonso, Patricia Whitcher, Nate Moore and Stan Lee are the executive producers. The screenplay is by Christopher Markus & Stephen McFeely. Get ready to pick a side and join the nonstop action playing out on two fronts when Marvel's "Captain America: Civil War" opens in U.S. theaters on May 6, 2016.

### **About Marvel Entertainment**

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit [marvel.com](http://marvel.com). © 2016 MARVEL

#### **Media Contacts:**

Jennifer Gooding, PRIME PR  
512.477.7373  
[jrgooding@prime-techpr.com](mailto:jrgooding@prime-techpr.com)  
Ben Skerker, PRIME PR  
213.840.0822  
[bskerker@prime-techpr.com](mailto:bskerker@prime-techpr.com)

#### **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 Comm. and  
Media Relations  
(817) 804-7764  
[Kelly.DeGarmo@mouser.com](mailto:Kelly.DeGarmo@mouser.com)