

FOR IMMEDIATE RELEASE

Mouser Launches New Space Challenge that has Engineers Landing on the Moon

April 28, 2015 – [Mouser Electronics](#), Inc., the global authorized distributor with the newest semiconductors and electronic components, and celebrity engineer [Grant Imahara](#) launched a new [Empowering Innovation Challenge](#) as part of the [Empowering Innovation Together™](#) program that explores the topic of Space Exploration. This challenge, now underway, partners with Astrobotic's upcoming commercial mission to the Moon. The grand prize will be having your photo rest on the Moon's surface in an Astrobotic MoonMail™ capsule. It's a once in a lifetime opportunity to make your mark on the Moon without having to become an astronaut.

The new [Empowering Innovation Space Challenge](#), accessible through the Mouser's website, marks a historic event in space as the first commercial lunar landing. To prove their genius, entrants must submit an online photo and answer in 100 words or less what technology they believe best represents the world today. The engineering community will share ideas online and receive votes for which idea and photo should travel aboard Astrobotic's Griffin Lander to the Moon. Grant Imahara will review the top six in votes and select two lucky winners. The new Space Challenge runs now until May 31, 2015. As an added incentive, the first 200 entries will receive a "Letting My Genius Prevail" T-shirt.

"Without going through an extensive astronaut training program, this is the closest most of us will ever get to the surface of the Moon," states Grant Imahara. "It's a *history in the making* event for anyone to be able to send a package to the Moon. So many different types of payloads are possible: scientific experiments, research apparatus, telecommunications equipment, and the like. And YOUR picture could join them for generations to come!"

"This new Space Challenge is a great complement to our last two Robotic Challenges, and really takes it to even greater heights," expressed Glenn Smith, Mouser President and CEO. "I can't think of a more ultimate prize to capture and inspire the imaginations of engineers worldwide."

"Astrobotic is excited to partner with Mouser on the Empowering Innovation Together Space Challenge," says John Thornton, Astrobotic CEO. "It's a great opportunity for participants to be excited about space travel and lunar exploration. We look forward to welcoming Mouser's two MoonMail winners aboard our first mission."

The new [Space Challenge](#) is part of the Empowering Innovation Together program – a way that Mouser and Grant Imahara are connecting with engineers through innovation and creativity that defines engineering design. In addition to the Space challenge, the series will also be supported with new [Innovation Hub](#) editorial pieces and new Innovation Spotlight webisode videos that feature some of the leading innovators and their insights into the Space Industry.

The Empowering Innovation Together Space Exploration Series and Challenge is co-sponsored by Platinum Program Partner [Microsemi](#). Also joining in the sponsorship are [Vishay Intertechnology](#) and [Phoenix Contact](#) as Diamond-Level partners.



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with Grant Imahara

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Well known in the engineering community, Grant Imahara has paired his engineering expertise with a Hollywood TV and film career. In addition to his roles on *Mythbusters* and *Battlebots*, Grant has worked on many famous robotic characters – including R2-D2 in the Star Wars prequels, *The Late Late Show's* Craig Ferguson robot skeleton sidekick – Geoff Peterson, and the Energizer Bunny. He joins the Mouser team as a collaborator and spokesperson who shares Mouser's passion to positively influence and support innovative design. To learn more about Grant Imahara, the Empowering Innovation Together campaign and Mouser partnership, www.mouser.com/empowering-innovation.



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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 20 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 many times per day and searches more than 10 million products to locate over 4 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 4 million products online from more than 500 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 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

About Astrobotic

Astroscopic Technology Inc. is a lunar logistics company that delivers payloads to the moon for companies, governments, universities, non-profits and individuals. Astroscopic's spacecraft accommodates multiple customers on a single flight, offering flexibility at an industry-defining low price. Astroscopic is a NASA contractor, and is also an official partner with NASA on the Lunar CATALYST program. With its partner, Carnegie Mellon University, Astroscopic is pursuing the \$30M Google Lunar XPRIZE and is planning to launch the first mission in 2016. Astroscopic was founded in 2008 and is headquartered in Pittsburgh, Pa. For more information, visit <https://www.astroscopic.com>.

About MoonMail™

MoonMail™ is a program for the public to send mementos to the Moon on Astroscopic's first commercial lunar mission. It is a unique opportunity to commemorate meaningful moments that can be forever linked with the Moon in the night sky. For more information, visit <https://www.astroscopic.com/moon-mail>.

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