

FOR IMMEDIATE RELEASE

## Mouser and Imahara Launch New Space Series to Create a Lunar Legacy and Ultimate Space Face-Off: Mars vs Moon

**April 21, 2015** – [Mouser Electronics](#), Inc., the global authorized distributor with the newest semiconductors and electronic components, is teaming up with celebrity engineer [Grant Imahara](#) and a variety of experts in the commercial space industry such as Teledyne Brown Engineering, Mars One, and Bobak Ferdowsi (the “Mohawk Guy”) to announce an exciting new [Space Exploration](#) Series and [Space Challenge](#) that puts engineers in space.

The educational program is part of the ongoing [Empowering Innovation Together](#)™ initiative. Engineers will have an opportunity to learn about the following: The new space race to colonize Mars; MoonMail™, the world’s first commercial lunar delivery service; the hostile environment in deep space; and creating a personal lunar legacy.

This new Space Exploration Series, available only on [Mouser.com](#), is about inspiring, empowering, and engineering a new movement in space travel. Hear from the experts taking a onetime government-only space industry into a now-controversial commercialized industry. Are we ready to privatize lunar or Mars exploration? Lunar return or straight to Mars? What technology needs to be developed? Is this the start of a lunar revolution? Should we colonize Mars?

“We are excited to be working with these leading experts in the field of engineering to provide this amazing program for our customers. It’s one more way that we are connecting to engineers with innovative, relevant content,” said Glenn Smith, Mouser President and CEO. “It’s a tremendous partnership because we provide the newest products and technologies, and along with Grant, they provide the inspiration and engineering expertise.”

[Watch and learn](#) what the experts have to say in the [Innovation Spotlight](#) filmed on the set of the Starship Enterprise from the award-winning webseries *Star Trek Continues*. For the first time in history, there will be mail deliveries to the moon and will include mail from two lucky Mouser [Space Challenge](#) winners, giving them a chance to create a lunar legacy.

“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 and their picture to the Moon. How cool is that?”

Learn more about the challenge and the MoonMail™ prize on the [Empowering Innovation Together](#) website. If you want to go deeper into the field of space exploration, the series will feature new technical articles, videos, and more in the [Innovation Hub](#). The Innovation Hub features some of the leading innovators and their insights into the Space Industry.



**EMPOWERING  
INNOVATION  
TOGETHER**  
with Grant Imahara



## EMPOWERING INNOVATION TOGETHER

with Grant Imahara

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The Empowering Innovation Together Space Exploration Series is sponsored by Platinum Program Partner [Microsemi](#) and Diamond sponsors [Vishay Intertechnology](#) and [Phoenix Contact](#).

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, visit [www.mouser.com/empowering-innovation](http://www.mouser.com/empowering-innovation).

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>.

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