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For Immediate Release

Mouser Announces Exclusive Global Sponsorship of 20th Annual Microchip MASTERS Conference

July 20, 2016 – [Mouser Electronics](http://www.mouser.com), Inc., the global authorized distributor with the newest semiconductors and electronic components, is the exclusive Global Sponsor of the upcoming [2016 Microchip MASTERS Conference](#), August 17 – 20 at the JW Marriott Desert Ridge Resort in Phoenix, Arizona. MASTERS is an in-depth exchange of technical information between Microchip subject-matter experts and the company's technical partners, including customers and design partners.

The [Microchip MASTERS Conference](#) is the premier technical training event for embedded control engineers. This year, the MASTERS Conference commemorates its 20th anniversary with the theme *Inspire. Inform. Innovate*. Mouser will celebrate the conference anniversary with featured speaker [Grant Imahara](#), spokesperson for Mouser's [Empowering Innovation Together](#)[™] program. 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* robot skeleton sidekick Geoff Peterson, and the Energizer Bunny. Grant has also mentored a *FIRST* Robotics team, lending his expert guidance on how to create the right robot for the right job.

On Thursday, August 18, Grant will share where he gets his inspiration, information, and innovative ideas. After Grant's presentation, he will open the floor for a live Q&A where MASTERS attendees will get the opportunity to meet Grant personally and take photos.

The MASTERS Conference features four days of networking opportunities, fun activities, exhibitor booths, and over 100 lectures and hands-on classes for engineers of all skill levels. Engineers can choose from classes about [Microchip's products](#) as well as general embedded control topics such as [motor control](#), [power supply](#) design, [lighting](#) control, communication protocols like Bluetooth, LoRa, [USB](#) and TCP/IP, C programming, graphic display technologies, [touch](#) sense methods, and analog system design. Most of these classes are taught by the same application and design engineers who create the products, application notes, and demo boards that are used in the classrooms.

To learn more about the 2016 Microchip MASTERS Conference, visit <https://eng.info.mouser.com/microchip-masters>. To learn more about Grant Imahara and the Mouser Empowering Innovation Together program, visit <http://www.mouser.com/empowering-innovation>. To learn more about Microchip Technology, visit <http://www.mouser.com/microchip/>.

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 22 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 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 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.

About Microchip Technology

Microchip Technology Inc. is a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at www.microchip.com.

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