



For Immediate Release

Industry Experts Discuss Prototyping with Purpose in Mouser's Latest Engineering Big Ideas eBook

November 6, 2019 – [Mouser Electronics](#), Inc. today released [Prototyping with Purpose](#), the second eBook from [Engineering Big Ideas](#), the newest series in Mouser's award-winning Empowering Innovation Together™ program. In the new eBook, experts from Mouser and the electronics industry walk through the design process, discussing tools, software methodology, circuit design, and the final integration into a solid prototype.

“The prototype stage is where innovators really start to understand the viability of their ideas, as well as what might be required in the final product,” said Kevin Hess, Senior Vice President, Marketing at Mouser Electronics. “This new Engineering Big Ideas eBook ties in well with the latest video in the series, in which Grant Imahara and Arduino CTO Massimo Banzi talk about the importance of prototyping in the innovation-to-productization process.”

The new [Prototyping with Purpose](#) eBook includes in-depth articles from tech experts like “Wizard of Make” and Senior Staff Engineer at Microchip Technology Bob Martin, who looks at the spaces, hardware, and software ideal for successful prototyping. Special contributions to the new eBook also include an examination of the proof-of-concept stage by Dr. Andy Stanford-Clark, CTO of IBM in UK and Ireland, and best practices for developing embedded software by Magic Leap software engineer Akash Gujarati.

The Engineering Big Ideas series is supported by Mouser's valued suppliers [Analog Devices](#), [Intel](#)®, [Microchip Technology](#) and [Molex](#).

The Empowering Innovation Together program has been one of the most recognized and notable electronic component marketing programs since 2015, highlighting a range of innovative developments from [IoT](#) and [smart cities](#) of the future to [robotics technologies](#).

To learn more about this and all of Mouser's Empowering Innovation Together series, visit www.mouser.com/empowering-innovation and follow Mouser on [Facebook](#) and [Twitter](#). To read the new *Prototyping with Purpose* eBook, go to www.mouser.com/news/ebi-ebook2/mobile/index.html.

Mouser / Engineering Big Ideas: *Prototyping with Purpose* eBook
Page 2



**EMPOWERING
INNOVATION
TOGETHER**
with Grant Imahara

About Mouser Electronics

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 5 million products from over 800 manufacturers. Mouser offers 27 support locations around the world to provide best-in-class customer service and ships globally to over 630,000 customers in 223 countries/territories from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit www.mouser.com.

About Grant Imahara

Well known in the engineering community, Grant Imahara has paired his engineering expertise with a successful TV and film career. In addition to his roles on *MythBusters* and *BattleBots*, Imahara has worked on many famous robotic characters, including R2-D2 from *Star Wars*, the talking robot skeleton sidekick Geoff Peterson from *The Late Late Show with Craig Ferguson*, and the Energizer Bunny.

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– 30 –

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