

# element14, sponsors The BLOODHOUND Project, providing a valuable online collaboration and design resource for engineers

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**16 June 2009, London - element14** , a new online technology resource and community for electronic design engineers announces its participation in The BLOODHOUND Project, providing sponsorship for the three-year mission to create a car that will achieve a new land speed record of 1,000 mph. The primary objective of The BLOODHOUND Project is to inspire future generations to take up careers in science, technology, engineering and mathematics. element14 is a natural partner for this project as it creates a unique online environment supporting the design needs of global electronic design engineers .

“The BLOODHOUND Project is not just about the pursuit of speed – it gives us the perfect opportunity to spotlight maths, science and engineering to young people in the most exciting way possible,” said Richard Noble, Project Director of The BLOODHOUND Project. “And our pioneering research in electronics, aerodynamics, materials technology and manufacturing will benefit industry in years to come.”

element14 will provide a dedicated forum for engineers and enthusiasts to discuss the electronic design requirements for The BLOODHOUND Project. They can share ideas, discuss potential challenges in the design of the electrical systems and collaborate on solutions that help to ensure BLOODHOUND SSC sets the new land speed record. The dedicated element14 BLOODHOUND forum provides a once in a lifetime opportunity for electronic design engineers to find innovative ways to aid in such an engineering feat. Enthusiasts are encouraged to visit <http://www.element-14.com/community/groups/bloodhound-ssc?locale=en&country=UK> for more information.

element14 provides The BLOODHOUND Project with a community environment where electronic design engineers can find unbiased technical information and tool-focused services to enhance their design and development capabilities. element14 also provides

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a vast array of product data, design tools and technology information, ensuring electronic design engineers worldwide have access to necessary information when they need it. A true value added benefit of element14 is the ability for engineers to collaborate on design techniques or seek new technology developments from experts in the field.

“ element14 will enable electronic design engineers from around the world to participate and share their specialist knowledge and enthusiasm for this exciting project , said Kevin Yapp, Chief Innovation Officer of Premier Farnell, the organisation behind element14. “ element14 is specifically built for electronic design engineers and electronic design students looking for the opportunity to share technical information and have access to the latest electronic design engineering resources. There is no better way to bring a group of design engineers and students together than through an innovative challenge like The BLOODHOUND Project.”

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## **Mission 21**

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