**element14 launches ‘Safe & Sound’ Wearables *Design Challenge***

*15 designers will use Texas Instruments (TI) Development Boards & Kits to conceive and build wearables to promote personal safety*

**London, Wednesday 21 December** [element14](http://www.element14.com/community/welcome), the world’s largest electronic design community, has launched a new Design Challenge for designers and engineers called ‘Safe and Sound’. Sponsored by Texas Instruments (TI), element14 will challenge 15 community members to design a personal safety-oriented wearable device or solution that protects a person from personal and environmental risks, monitors personal health or protects personal property from theft.

The application areas for this challenge are endless, touching on all areas of work and life, whether you are walking home by one’s self late at night or working within an industrial setting with potential personal safety risks. The goal of the element14 Safe and Sound challenge is to solve personal safety risks with wearable technology - integrating technology into a wearable device such as clothing, a wristwatch, a necklace, a pendant or an arm band.

element14 invites entries from electronic engineers, performance apparel designers and makers to conceive and build any ‘safe and sound’ wearable to steer the world close to our vision of improving personal protection.

**Dianne Kibbey, Global Head of Content and Community, element14 said:** “The members of the element14 Community always surprise and delight us with their response to our Design Challenges. The wearables market is an area that demands innovation and creativity, and we are confident that our members can rise to the challenge and put their skills to work to highlight and address key challenges faced by employers and employees as they stay safe at work or at home.”

element14 will accept applications for the Safe and Sound challenge from now until January 27, 2017. Fifteen official challengers will be announced on February 13, 2017. Challengers are required to integrate TI’s low-power and high-performance [MSP432™ microcontroller (MCU)](http://www.ti.com/lsds/ti/microcontrollers_16-bit_32-bit/MSP432/overview.page), via the MSP432 LaunchPad™ development kit, as the main application MCU in to their design, but are also encouraged to incorporate additional components from the official Design Challenge Kit provided by element14. For full product details review the kit list at [www.element14.com/safeandsound](http://www.element14.com/safeandsound). Each of the 15 challengers will provide weekly updates on their progress through blog posts, photos and videos via the element14 Community.

**Punya Prakash, product line manager, MSP microcontrollers, TI, said:** ““Technology is our passion. We are constantly working to redefine what’s possible and create opportunities for TI technology to improve people’s lives in every region of the world. In this challenge, we are eager to see the element14 community help enable a safer environment through innovation and creativity. We are excited to see what community members can come up with – and look forward to helping engineers use the latest technology from TI .”

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Finalists will have until May 12th, 2017 to submit their projects. Entries will be judged on originality, innovation and technical merit by a panel of judges including experts from TI and the wearables sector. The winners will be announced by the end of May 2017.

The grand prize winner will receive a DJI Phantom 4 quadcopter worth $1600 and the runner up will receive a DJI Phantom 3 Professional Quadcopter worth $800. All other completed projects published on element14 will receive an RF Sports Watch with USB Data Logger and 96 Segment LCD Display.

To learn more about the ‘Safe and Sound’ design challenge and to submit an entry, visit <http://www.element14.com/safeandsound>

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**Notes to Editors**

You can find more details and supporting imagery related to this press release on our newsroom: [www.element14.com/news](http://www.element14.com/news)

**About us**

[element14](http://www.element14.com) is part of the [Premier Farnell](http://www.premierfarnell.com/) group of businesses, a global technology leader with over 80 years in the high service distribution of technology products and solutions for electronic system design, production, maintenance and repair. Premier Farnell uses this experience to support its broad customer base, from hobbyists to engineers, maintenance engineers and buyers as ‘The Development Distributor’, working with leading brands and start-ups to develop new products for market, and supporting the industry as it seeks to develop the current and next generation of engineers.

Premier Farnell focuses its offering around four core customer journeys:

* **Education to Maker** – Premier Farnell is an official manufacturer of two of the most popular Maker Boards, Raspberry Pi and Beaglebone Black, and exclusive manufacturer of educational programming boards such as the BBC micro:bit and Codebug.  Customers are supported through element14.com, the largest online engineering and maker community, also providing support to educators and parents through its new STEM space.
* **Research and Design Services** -  Premier Farnell is the No.1 for Development Kits, having worked with the world’s leading Semiconductor companies to design and manufacture their latest development boards in house.  A deep understanding and design knowledge of the latest Semiconductor Devices available also supports Premier Farnell’s broader design assistance offering, providing a similar service to customers of all sizes who are seeking additional engineering support.
* **Design through to Production** – Premier Farnell provides an entire solution for design to manufacturing customers, with the broadest range of Semiconductor and Passive inventory available, a world class line card, same day despatch, a strong board level Interconnect proposition and growing Electromechanical proposition.  In addition, it has the technical support capabilities to meet all customers’ needs, from simple cross-reference to complex design.
* **Bench to Board** – Premier Farnell offers one of the industry’s broadest ranges of Test & Measurement equipment and a leading line card for all Tool & Production supplies supporting customers from the

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testing of initial designs to delivering essential maintenance activity to keep their operations running.

Premier Farnell is a business unit of Avnet Electronics Marketing, the components operating group of Avnet, Inc., (NYSE:AVT). Premier Farnell trades as [Farnell element14](http://uk.farnell.com/) in Europe, [Newark element14](http://www.newark.com/) in North America, and [element14](http://sg.element14.com/) throughout Asia Pacific. The Premier Farnell Group is supported by a global supply chain of more than 3,500 suppliers and has an extensive inventory profile developed to anticipate and meet the needs of innovative customers everywhere.

Key facts:

* Operations in 38 countries and 43 local language transactional websites
* More than 3,500 leading suppliers
* More than 650,000 products stocked with access to over four million more on demand
* More than 440,000 members of the element14 community
* Leaders in providing information on REACH, Conflict Minerals and EU RoHS [legislation](http://www.element14.com/community/community/legislation)

For more information, visit the website at <http://www.premierfarnell.com>

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