**element14 Community Crowns Winners of Bluetooth Unleashed Design Challenge**

*Community members harnessed the power of Bluetooth technology to demonstrate its versatility and transformative impact on designs*

**Leeds, United Kingdom, 9 August, 2018** – [element14.com](http://www.element14.com/), the world’s largest electronic design community, has announced the winning designs of its “Bluetooth Unleashed” Design Challenge, which included a smart doorbell, enhanced exercise bike and even a device to improve the ambiance in a room. As one of five challenges that the element14 community and Farnell element14 runs each year, 20 community members were tasked with uniquely showcasing the power of Bluetooth technology by building a prototype using a top Bluetooth development board. Challengers were encouraged to think creatively about how Bluetooth can be used to solve everyday problems.

“At Farnell element14, we’re proud to have a community that is always pushing the limits of design and creativity,” **said Dianne Kibbey, Global Head of Community and Social Media for the element14 community and Farnell element14**. “The Bluetooth Unleashed Design Challenge was a great opportunity for our community members to demonstrate their own creativity and new ideas when using such a limitless technology.”

Judges selected three winners of the Bluetooth Design Challenge:

* **Grand Prize** – Shabaz Yousaf, UK – The Smart Doorbell Shabaz created is one of the most super-powered and well-engineered doorbells the judges had ever seen. It features Texas Instruments CC2640R2 LaunchPad board, custom PCBs and Bluetooth Low Energy. His blog posts throughout the challenge were polished, fun and informative. Visit <https://bit.ly/2KCnXsz> to see Shabaz’s complete project video.
* **Runner up** – Yuri Tikhonov, Russia – The Smart Exercise Bike Computer is an exercise machine that has been upgraded with the NXP FRDM-KW41Z. Tikhonov also encouraged others to follow his formula by sharing his math and experimentation in his blog posts. Visit <https://bit.ly/2nmuApA> to find out more about Yuri’s project.
* **3rd Prize** – Sakthivigneshwar R, India – AAPSAD (Adaptive Ambiance for People with Stress and Depression) is a mood sensing room ambiance system with facial recognition. If it detects that someone is upset, it disperses aroma therapy, plays a soothing image and changes the lighting. The design is made with Arduino Mega, Raspberry Pi and Bluetooth. Find out more at <https://bit.ly/2M3HQOD>

The team also selected nine challengers to receive a “finisher prize pack” for successfully completing the 11-week build challenge which includes a Pocket Beagle Bone, Tenma Fume Extractor, Tenma Soldering Station, and element14 Community Backpack.

Farnell element14, the Development Distributor, is proud to be a “champion for makers,” making the broadest range of single board computers and development kits available to the maker market and supporting those customers, through their 500,000-strong global member community, element14.

To learn more about element14 Design Challenges and the community’s commitment to drive innovation and champion makers, visit <https://www.element14.com/community/community/design-challenges>

**\*\*Ends\*\***

**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**

[Farnell element14](http://farnell.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 is a business unit of Avnet (Nasdaq: [AVT](https://ir.avnet.com/)). 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. Premier Farnell sells direct to consumers through a network of resellers, and its [CPC](http://cpc.farnell.com/) business in the UK.

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

**European PR Agency:**

**Freya Ward**

**Napier Partnership**

Tel: +44 1243 531123

Email: [Freya@napierb2b.com](mailto:Freya@napierb2b.com)

**Premier Farnell:**

**Holly Smart**

**Head of PR and External Communications**

Tel: +44 113 2485188

Email:[hsmart@premierfarnell.com](mailto:hsmart@premierfarnell.com)