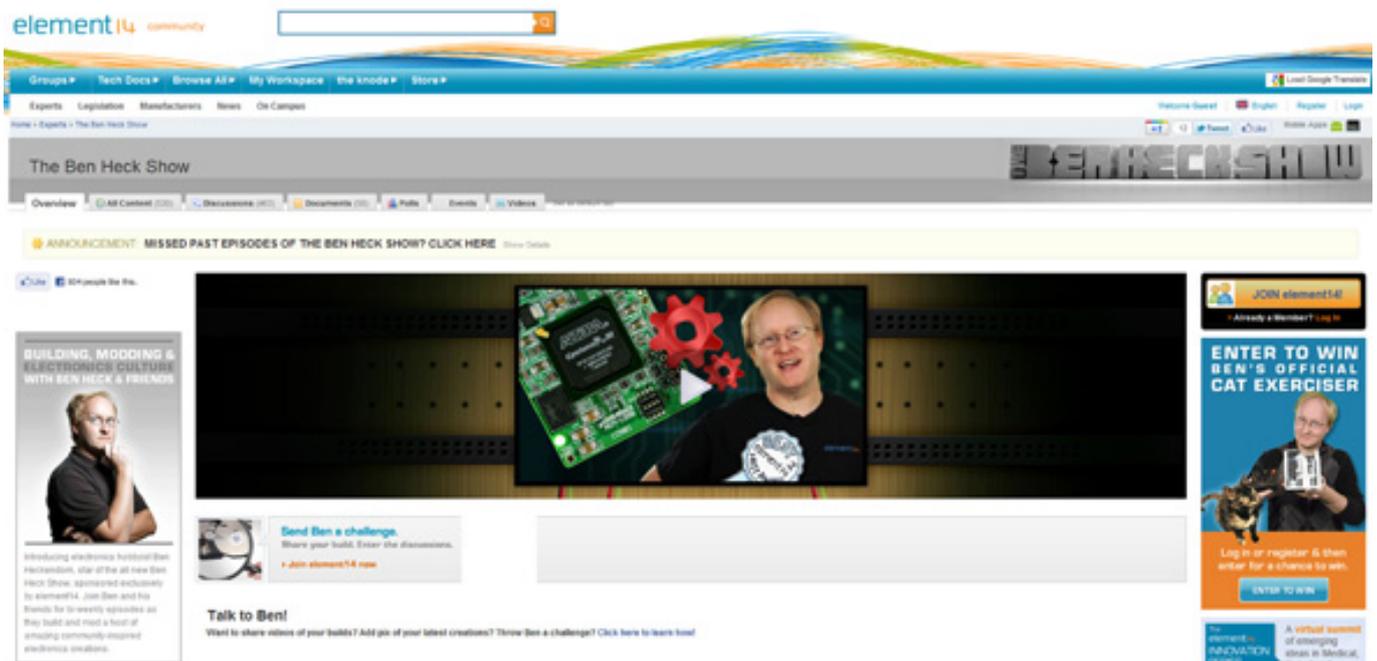


element14's "The Ben Heck Show" passes the three million views mark

6 December 2011 - London. element14 today announced that "The Ben Heck Show" has attracted more than three million views since its launch. The popular online television show, exclusively sponsored by element14, first aired in September 2010 at www.element14.com/tbhs [1] and features American modding guru Benjamin J. Heckendorn, known familiarly as Ben Heck.

The success was announced as part of the company's "14 Days of element14" campaign, which encourages followers on Twitter to retweet a key message each day over the next two weeks to have a chance of winning a prize.

In each bi-weekly episode, Ben highlights projects inspired by the DIY and modder communities, ranging from modifications of popular electronic devices for specific needs to enhancing gadgets that help engineers and enthusiasts work faster. The playful mix of humor and technical content coupled with the wide range of projects that are featured — from popular gaming consoles such as the 1970s-inspired Atari-Style Xbox 360 gaming system to Ben's spooky Halloween portal t-shirt — have turned "The Ben Heck Show" into a global phenomenon, attracting dedicated fans far beyond North America, including Germany, Russia and Singapore.



Modding guru's 'The Ben Heck Show' reaches three million views

"I am thrilled and honored to have the opportunity to share my technical know-how and passion for electronics with my fellow makers around the world," said Ben. "I'm

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doing what I love and it complements element14's ongoing commitment to help engineers collaborate and inspire new and innovative designs."

Engineers and electronics enthusiasts can connect seamlessly with the products, information and tools they need to do their jobs faster and easier than ever before at element14, utilizing resources such as "Ask an Expert," free product "road tests" and the Knode, a uniquely intelligent search and knowledge tool.

"element14 is committed to supporting the innovators of tomorrow by providing them with a single destination for research, collaboration and commerce," said Kevin Yapp, chief marketing officer, Premier Farnell. "With its healthy mix of technical content and creativity it is clear by the viewing figures that 'The Ben Heck Show' has been instrumental in building awareness and participation on the community."

The "14 Days of element14" continues until Wednesday 14 December, and engineers and enthusiasts worldwide can get involved by following element14 on Twitter - @element14 -and retweeting for a chance to win an element14 branded t-shirt.

About "The Ben Heck Show"

"The Ben Heck Show" is a bi-weekly online television series aired in English that's dedicated to the science and art of system and hardware modding with a global audience of design engineers, students and electronic enthusiasts. Now in its second year, the show has already attracted more than 3 million views. Sponsored exclusively by element14, each episode spotlights Ben's mods of popular electronic devices while educating viewers on the underlying technology powering each project.

www.element14.com [2]

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<http://www.ecnmag.com/news/2011/12/element14%E2%80%99s-ben-heck-show-passes-three-million-views-mark>

Links:

[1] <http://www.element14.com/tbhhs>

[2] <http://www.element14.com>