

## **Premier Farnell launches element14 TV - industry's first online television channel specifically for electronics engineers and tech enthusiasts**

14 December 2011 - London. Premier Farnell has today announced the launch of element14 TV, a dedicated channel on its global online community that offers instant access to an expansive range of information-rich videos in one, easy-to-search destination.

The move is part of its commitment to provide electronics engineers and technology enthusiasts with an all-encompassing resource for product design and development.

element14, which has already had more than 2 million visits in 2011, has become the go-to resource for engineers, and its new television channel further augments the information, technology, products and design tools available to the community.

element14 TV joins an ever-growing list of resources available on the community, including the Knode on element14, an intelligent online search and knowledge tool that helps engineers research, select and buy the right solutions for their designs, CadSoft's award winning Eagle PCB design software, leading technology companies through partnerships with top suppliers, an Expert Learning Centre, comprehensive legislation resources, and valuable insight from renowned professionals.

"element14 was the first exclusive community designed specifically for engineers and the launch of element14 TV is an exciting addition to the services we provide, allowing engineers across the globe to share and collaborate with video. We have seen a dramatic increase in the amount of time spent on the community, underscoring the value-add of the content, tools and resources available in one place," said Dianne Kibbey, Global Head of Community for element14. "Not surprisingly, the video content available on the community is one of the leading resources accessed by engineers - just look at 'The Ben Heck Show' with more than three million views since it launched."

element14 TV will initially focus on allowing community members to easily view videos-on-demand that educate, motivate, connect and entertain. Organized by categories and prioritized by community ratings, the channel offers content that spans the breadth of electronics content and how-tos, including the popular "The Ben Heck Show" series, Arduino tutorials, expert tutorials, user-generated videos, such as "A Day in the Life of an Engineer," informational supplier videos, and the latest in technology and product overviews.

The launch of element14 TV makes it easier than ever to access video-centric design tools, resources and content in one place. element14 TV - a 'YouTube for

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Published on Electronic Component News (<http://www.ecnmag.com>)

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engineers' - will also host all videos-on-demand after the Innovation Series, a two-day online summit, that is available for an entirely new generation of electronic design professionals who will develop new products and technologies that we've yet to even dream of."

Programming on element14 TV will be expanded on an ongoing basis, giving the community access to the latest content, cutting-edge technology, and even access to exclusive content from industry thought leaders and visionaries. In addition, element14 TV will be guided in large part by feedback and input provided by the community through ratings, comments, submissions and more, to ensure content meets the latest design needs and discussion interests.

Visit element14 for more information and for timely and relevant technology news and information from independent engineering experts and respected industry news sources. To see the latest videos from Ben Heck to tutorials and expert videos go to [www.element14.com/tv](http://www.element14.com/tv) [1]. To view the full introductory video on the element14 community site please visit

<http://www.element14.com/community/docs/DOC-41054> [2]

### Source URL (retrieved on 09/30/2014 - 9:38pm):

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### Links:

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

[2] <http://www.element14.com/community/docs/DOC-41054>