



Protocase, Inc. Sponsors 44 Teams Competing in the World-Renowned University Rover Challenge

January 12, 2015 – Protocase, Inc. announced today its sponsorship of The Mars Society’s [University Rover Challenge](#) (URC), the world’s premier international robotics competition for university students.

The sponsorship deal is the first of its kind for the competition, with Protocase providing manufacturing services and design assistance to every one of the 44 teams registered. As part of the agreement, each participating URC team will receive a \$2,000 (USD) credit towards custom parts manufactured by Protocase, as well as a subsequent 50 per cent discount on all additional products and services.

Founded in 2006, URC is an internationally acclaimed program of The Mars Society, a non-profit charitable organization based out of Lakewood, Colorado. URC challenges the world's brightest young minds to develop the next generation of Mars rovers - ones intended to support astronauts on future human missions to the Red Planet. These rovers conduct extensive scientific investigations, navigate arduous desert terrain, and carry out mission support roles to astronauts.

This year’s competing teams hail from eight countries on six continents, including Canada, the United States, Australia, Poland and India.

“Partnering with URC2015 is a perfect fit for Protocase, since we work with talented innovators on a daily basis” says Dr. Doug Milburn, company co-founder and vice-president of sales and marketing. “For the first time ever, the participating URC teams can count on us to create professional-grade components that are customized to their exact needs, without encountering significant financial roadblocks.”

"This is a tremendous opportunity for teams," explains Kevin Sloan, director of URC. "As teams conceive increasingly innovative rover designs, they will need to leverage similarly novel manufacturing methods. Being able to supplement students' in-house production capabilities with niche, custom production from vendors like Protocase will be a huge benefit to the students and the level of technology demonstrated at URC."

Teams will begin working with Protocase immediately to begin designing and manufacturing their rovers.

From May 28 to 30, teams will travel to the Mars Desert Research Station in remote southern Utah for the final field competition, testing their rovers on the area’s unique Mars-like terrain.

About Protocase

Engineers and designers throughout North America and the world recognize Protocase as a world-class facility that manufactures custom electronic enclosures, sheet metal parts, machined parts and components in two to three days, with no minimum orders. Protocase works with customers in science, engineering and innovation to fine-tune their designs to their exact needs before all aspects of the product's manufacturing is completed within the company's cutting-edge production facility. The company customizes all designs according to customers' specifications, including their choice of fasteners, hardware, welding, powdercoat painting, silkscreen and more.

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