

Thai Bridgestone Inspires Science Education and Technology Innovation in Young Generations through “Bridge 2 Inventor Challenge 2017”

Phitsanulok (23 November 2017) – Thai Bridgestone Co., Ltd. together with Ubon Ratchathani University, conducted the tenth edition of “Bridge 2 Inventor Challenge 2017” during 2-4 November 2017 at Chalermkwansatree School, Phitsanulok Province. In total, 40 teams of 120 Thai students participated in the workshop.

Bridge 2 Inventor Challenge is a great platform to provide the opportunities for young generations in Thailand to receive intensive computer and Micro-Controller training through 4 days’ workshop. The selected teams are encouraged and challenged to propose ideas based on the training from the workshop.

This year’s Challenge is “*Smart Sport*”. Contestants are required to propose their ideas which can help improve and support technology in sports industry. The most outstanding invention who received the first prize is “Smart Run Training System” from Suratpittaya 2, Surat Thani Province. The device is developed by applying Micro-Controller installed at the starting and finishing point for a run. It is specially designed to collect the data of the starting time and finishing time of the athletes and transfer it to a web application through RFID. It helps to train athletes to achieve the best possible timing and avoid false start.

Mr. Nawaminchai Sasisuwan, one of the runner-up team said, “This idea is initiated by one of our teammates who had a chance to join provincial sports event and supported the judges at the running. We found that most athletes often false start. Therefore, we want to develop a smart run training device to improve their running at the start and finish line efficiently. More importantly, we would like to express our sincere appreciation towards Thai Bridgestone for giving us this great opportunity to explore our own potentials in technology and innovation.”

Thai Bridgestone has been actively supporting Bridge 2 Inventor Challenge for ten years. We hope this activity can help Thai youths to develop their interests and skills in science and technology innovation and become key contributors of Thailand’s engineering industry in the future.



Group of Thai students from nationwide to attend
"Bridge 2 Inventor Challenge 2017"



Runner-up team of "Bridge 2 Inventor Challenge 2017"



The students were presenting the project to the judges.



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About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and supporting goods. Its products are sold in over 150 nations and territories around the world.

In Thailand, Bridgestone has managed to achieve sustainable growth and success through great confidence from end-users, dealers, and automotive manufacturers since its production 48 years ago. Through our history, the company has shown great determination to research, invent, and create excellent products that are suitable for domestic use. Additionally, together with well selected raw materials, state-of-the-art production facilities and machines, and highest standard of quality control, these enable Bridgestone to journey on the same path with the corporate mission-"*Serving Society with Superior Quality*"

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