

GUMSTIX ADDS NEW TI SITARA PROCESSOR TO GEPPETTO-BUILT BOARDS

REDWOOD CITY, Calif. —August 1, 2013— [Gumstix, Inc.](http://Gumstix.Inc.), the premier provider of Linux computers-on-modules (COMs) for electronics manufacturers, today announced the addition of the Texas Instruments (TI) Sitara™ AM3354 processor for custom single-board design capabilities to its [Geppetto](#) design platform. While Geppetto previously focused on allowing users to design expansion boards for use with Gumstix computers-on-module (COMs), the addition of the TI Sitara AM3354 processor to Geppetto's library offers greater flexibility for custom, single-board designs.

Geppetto-designed boards feature a TI Sitara AM3354 processor running at 720 MHz with 256 MB of DDR2 RAM onboard. Users simply drag and drop the processor onto a board and then connecting the desired features to implement it. Fully assembled single-board computers are ordered at the touch of a button and arrive within 20 business days. Furthermore, Geppetto's support for the Yocto Project build system makes it easy for developers to create a complete, portable solution with minimal time and effort.

“We introduced the AM3354 module to offer even greater value to our customers,” said Dr. W. Gordon Kruberg, president and CEO of Gumstix, Inc. “The Sitara processor platform provides an affordable development environment that is effective for a rapid go-to-market strategy. Geppetto users are now able to design a complete, customized, single-board Linux solution with exactly the features they want.”

“TI's Sitara processor portfolio provides great flexibility and customization for Geppetto-designed boards,” said Alejandro Erives, brand manager, Sitara processors, TI. “Because of the addition of the AM3354 processor to the Geppetto library, users will be able to quickly and easily design systems based on the AM3354 module.”

The Sitara AM3354 module, including RAM, is priced at \$45 as part of any single-board Geppetto design. Visit geppetto.gumstix.com for more information and to begin designing a custom single-board computer.

About Geppetto

Use the Geppetto web application to build custom embedded computers. Start with the powerful web design tool and Gumstix ships completed boards in 15 business days. Electrical engineers and industrial designers create devices with its intuitive drag and drop approach to connect USB plugs, network connectors, LEDs or even whole computer-on-modules to meet specifications. Color-based status indicators show design completion while Geppetto manages low-level routing issues behind the scenes. Alternative modules can be suggested for further functionality. Geppetto trims a typical four month process of creating a high-end electronic device to one of less than three weeks.

About Gumstix, Inc.

Since developing the first Linux®-based computer-on-module in 2003, Gumstix has grown to become the premier provider of Linux®-based COMs and expansion boards, with over 15,000 diverse customers in more than 40 countries. Gumstix' commitment to providing the best, standard platform for ubiquitous, intelligent devices with flexible and open-source design results in less internal development time and faster time-to-market for its customers' products. For more information, visit www.gumstix.com.

About the Texas Instruments Design Network

Gumstix is a member of the TI Design Network, a premier group of independent, well-established companies that offer products and system-level design and manufacturing services complementing TI's semiconductors to a worldwide customer base to accelerate product innovation and time-to-market. Network members provide product design, hardware and software system integration, turnkey product design, RF and processor system modules, reference platforms, software development, proof-of-concept design, feasibility studies, research, certification compliance, prototyping, manufacturing, and product life cycle management. For more information about the TI Design Network, please visit <http://www.ti.com/designnetwork>.

###

Media Contact:

media@gumstix.com