Introducing the Gumstix Poblano 43C Single Board Computer

Featuring an AM4378 processor and handheld multimedia in a Geppetto® D2O online design

REDWOOD CITY, Calif. April 28th, 2016 — Gumstix**®**, Inc., the leader in design-to-order embedded systems, today announced the release of a new single board computer, the Gumstix**®** Poblano 43C. Designed in Geppetto**®** Design-to-Order (D2O) platform by Gumstix**®** engineers and priced at $199, the Poblano features the powerful Texas Instruments AM4378 processor, a 3D graphics processor, multi-touch, WiFi, a parallel connector compatible with the Caspa family of cameras and embedded NAND flash storage.

The Gumstix® Poblano 43C is a spicier and more robust single board computer compared to its predecessor, the Gumstix® Pepper 43C. Sporting an ARM Cortex-A9 core, improved graphics processing and increased on-chip memory, the Poblano's AM4378 processor is faster and more powerful than the Pepper's Sitara AM335x ARM Cortex-A8 based processor. "Poblano shows off the features of the AM4378 and makes it simple to customize for dedicated applications," says W. Gordon Kruberg, president and CEO of Gumstix, "At Gumstix, our goal is to create hardware and offer a simple design-to-order solution so that any designer can launch innovative and marketable products."
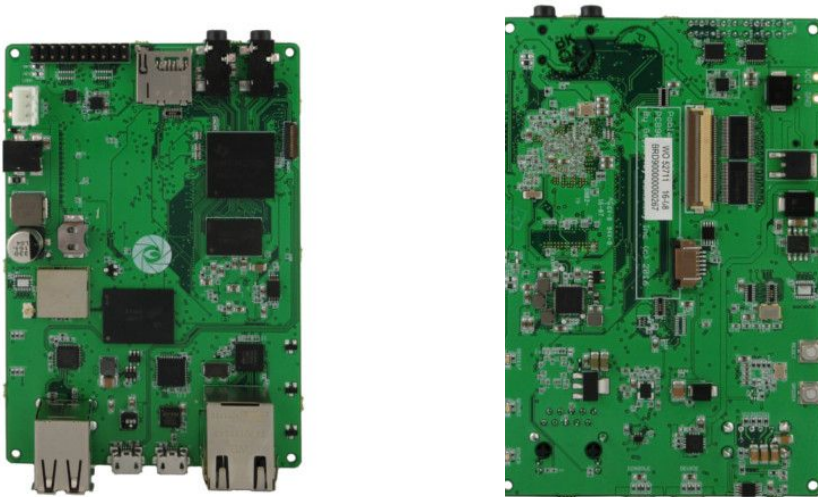
Top and bottom perspectives of the Poblano 43C single board computer designed in Geppetto D2O

With its support for a multi-touch Newhaven LCD monitor, a 27-pin parallel connector for a Caspa Camera and Texas Instruments low-power stereo audio codec, the Poblano can break out embedded video and audio projects. In addition, the 11 x 7.5 cm Poblano single board computer features:

- ➔ 8 gigabytes of eMMC memory
- ➔ Gigabit ethernet
- ➔ 802.11 b/g/n WiFi with access point mode
- ➔ Bluetooth BLE
- ➔ A 9-axis internal motion sensor
- ➔ A 20-pin GPIO header
- ➔ Two flip-side LEDs

- ➔ A flip-side push button
- ➔ A power connector and backup battery
- ➔ A bootable Micro-SD card slot
- ➔ Two USB host connections
- ➔ A Micro-B USB device connection and
- ➔ A USB console

Using Geppetto® D2O within their browser, customers can clone and drop the Gumstix® Poblano 43C single board computer into any Geppetto® D2O workspace to jumpstart their design and choose from a library of hundreds of different models in Geppetto® to customize their Poblano board design.

Once customers are satisfied with their expansion board designs in Geppetto® D2O, engineers at Gumstix will test and validate the board design, manufacture and ship the production-ready board 15 days from order, reducing both the production and development time for the customer. All Gumstix products and quantity discounts are available at www.gumstix.com

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About Gumstix, Inc.
As a global leader in design-to-order hardware and manufacturing solutions, Gumstix® gives its customers the power to solve their electronic design challenges with Geppetto® D2O -- the online design-to-order system-- and a broad portfolio of small computers and embedded boards. In addition to engineers and industrial designers, Gumstix helps students, educators, and makers unlock their creative ideas to bring them to market. Since pioneering the concept of an extremely small computer-on-module (COM) with a full implementation of Linux in 2003, the company has grown to support over 20,000 diverse customers. Our systems have launched some of the world's coolest products - from phones to drones - on commercial, university, and hobbyist workbenches in over 45 countries. For more information, visit www.gumstix.com

About the Texas Instruments Design Network
Gumstix, Inc. 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.