

EDN Names Gumstix's Waysmall Silverlode 2012 Hot 100 Product

REDWOOD CITY, Calif., -- December 17, 2012 -- Gumstix Inc., the premier provider of Linux computers-on-module (COM) for electronics manufacturers, today announced that [EDN](#) magazine has named their [Waysmall Silverlode](#) as one of the "100 Hot Products of 2012." The [2012 EDN Hot 100](#) highlights the electronics industry's most significant products of the year based on innovation, significance, usefulness, and popularity.

Released in July 2012, the Waysmall Silverlode features Gumstix' Overo® EarthSTORM COM in an aluminum case small enough to be held in the palm of the hand. Designed with developers of commercial and industrial market applications in mind, the compact, fully functioning computer system consumes only 2.5 W of power, far less than the average six to seven watts consumed by comparable offerings for similar applications. Running a version of Ubuntu Linux optimized by Linaro for ARM®-based processors, the Waysmall Silverlode offers unparalleled flexibility for any number of applications, especially those with remote conditions. By virtue of its DVI-D output capabilities and 10/100 Ethernet port, an Internet-connected Waysmall Silverlode could, for example, offer companies the ability to display anywhere content pushed from the web in a form factor 75% smaller and consuming up to 97% less power than the leading competitor.

"Having powered the almost unimaginable, from bluetooth-controlled micro unmanned aerial vehicals (UAV), to Antarctic exploration equipment, to on-satellite multiprocessor networks, Gumstix COMs have gained an extra level of robustness," said Dr. W. Gordon Kruberg, president and CEO of Gumstix Inc. "EDN's recognition of the Waysmall Silverlode as one of the '100 Hot Products of 2012' highlights the versatility, efficiency and innovative capacity offered by the platform. It's always interesting to see how developers implement solutions offered by Gumstix in innovative ways. With the Waysmall Silverlode, the potential for innovation is enormous."

"It's always a fun and enlightening challenge for the EDN editors to select the year's Hot 100 products, which has been an annual tradition at EDN since 1993," said Rich Pell, executive and chief technical editor of EDN. "This year's selection not only reflects some technology trends that have been in place for a while, but also highlights some new trends that are just emerging, as well as a unique product or two that is in a class of its own."

The complete list of EDN's Hot 100 products can be found online at <http://www.edn.com/electronics-products/other/4401457/EDN-Hot-100-products-of-2012> or within the December 14, 2012 issue of *EDN Magazine*.

Gumstix' Waysmall Silverlode is available at www.gumstix.com.

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decision making for technology buyers. UBM Tech also offers a full range of marketing services based on its content and technology market expertise, including custom events, content marketing solutions, community development and demand generation programs. UBM Tech is a part of [UBM](#) (UBM.L), a global provider of media and information services with a market capitalization of more than \$2.5 billion.

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.

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