

GUMSTIX, INC. LAUNCHES GEPPETTO™ INTUITIVE PLATFORM TO DESIGN AND BUILD CUSTOM EMBEDDED COMPUTERS

Online Solution Enables Easy Board Design with Drag and Drop Simplicity

REDWOOD CITY, Calif. —February 13, 2013— [Gumstix, Inc.](#), the premier provider of Linux computers-on-module (COMs) for electronics manufacturers, today announced the release of [Geppetto](#), a complete system for building and ordering custom embedded computers without the need for extensive knowledge of electrical engineering. Geppetto combines a powerful web application for easy design with Gumstix' own manufacturing capabilities, reducing the process of creating an affordable, high-end electronic device from the typical three months to less than three weeks.

The process of creating custom electronic devices has been technical and lengthy. Traditional solutions require an electrical engineer to design a schematic of a board and then have a printed circuit board (PCB) specialist lay it out. Instead, Geppetto's web application simplifies the process by providing an intuitive solution where designers can create the board with a drag and drop approach and connect desired modules – USB plugs, network connectors, LEDs or even whole computer-on-modules – to meet specifications. Geppetto provides intuitive color-based status indicators of design completion while managing low-level routing issues. If a design needs additional features to function successfully, Geppetto suggests alternative modules to complete the design.

Designing a custom device with Geppetto, ready for manufacturing, can take as little as 10 minutes, depending on complexity. Designs can then be saved, optionally shared with the Geppetto developer community and ordered online from the [gumstix.com](#) catalog. Because Gumstix provides all modules in Geppetto's module library, customers don't need to arrange any manufacturing logistics, thus eliminating cumbersome and costly supply chain management. With no minimum quantity required, an affordable per-unit charge (based on components used) and a manufacturing setup fee of just \$1,999.00, Geppetto also offers exceptional value to electronics designers.

"Geppetto is both a functional and intuitive platform that enables rapid prototyping of AM37xx and AM35xx based systems," said Michael Questo, Embedded Processing Field Applications at Texas Instruments Incorporated. "Once I learned how to use the tool I was able to create an entire system in under 10 minutes. The platform makes PCB design as easy as playing Sim City."

Geppetto was designed for customers who want a device tailored to their specifications, without the cost of conventional electrical engineering, layout and manufacturing. To achieve maximum flexibility, in cost and performance, as well as ease-of-use, Geppetto relies on a comprehensive set of core features:

- **Streamlined, web-based design interface:** allows users to drag, drop and connect modules without specialized knowledge of electrical design
- **Developer community:** for sharing designs, and the inspiration to create new ones

- **Cost-effective manufacturing:** with the advantage of Gumstix' existing manufacturing capabilities, Geppetto offers unparalleled value in electrical design, at any quantity
- **Engineering quality assurance:** all Geppetto-manufactured devices are tested to verify functionality and are delivered in ready-to-use condition

“Mass customization for electronic devices has never before been truly feasible,” said Dr. W. Gordon Kruberg, president and CEO of Gumstix, Inc. “Geppetto allows anyone to design a high-end device tailored to their exact specifications. No one else in the industry provides a complete system that is as accessible, powerful and affordable as Geppetto.”

Geppetto is available to try without any usage charges. Visit geppetto.gumstix.com to get started designing a completely custom computer.

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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