

FOR IMMEDIATE RELEASE

Gumstix, Inc. Announces Overo® STORM Price Reduction of up to 27%

Increased volumes and lower prices offer affordable, advanced solutions to the embedded community

SAN JOSE, Calif. (December 10, 2012): Gumstix, Inc., the premier provider of Linux computers-on-module for electronics manufacturers, is pleased to announce a significant price reduction to its [Overo STORM](#) line of Computer-On-Modules (COMs). Introduced in December 2011, the Overo STORM introduced increased clock speeds with the [Sitara™ AM3703 ARM® Cortex™-A8](#) and [DM3730 DaVinci™ video processors](#) from Texas Instruments Incorporated (TI). Featuring prices reduced as much as 27%, to below \$75 in volume depending on configuration, the Overo STORM series is more accessible now than ever before for developers and electronics manufacturers alike.

All Overo STORM COMs are compatible with the full line of [Overo expansion boards](#) offered by Gumstix, such as the Gallop43, featuring a 4.3" LCD and GPS support, the Tobi set-top box with 720p output, and the StageCoach 7-COM 100Mbps mini-cloud.

"As a natural extension of the product line, many of our existing Overo COM customers have been able to ramp up their computing capabilities," said Dr. W. Gordon Kruberg, CEO of Gumstix, Inc. "With ever increasing volumes, we are now able to offer the capabilities of the Overo STORM line at a substantially lower cost. This improved accessibility to the Over STORM line is sure to be of benefit for new customers seeking a powerful, embedded solution, and to existing customers wishing to upgrade their pre-existing Overo-based solutions."

The reduction in price of Gumstix' Overo STORM COMs is of particular note to members of the embedded community. Featuring TI's Sitara AM3703 processor and DM3730 DaVinci video processors, the Overo STORM line's newly increased availability serves as a further example of TI's expanded support for the embedded community through [scalable ARM-based solutions](#).

"TI provides optimized ARM solutions that help embedded developers get to market quickly," said Alejandro Erives, product marketing manager, Sitara ARM processors, TI. "By incorporating more flexibility in performance and price, Gumstix Overo STORM is helping developers create innovative embedded products based on customer needs, which complements our commitment to making development simple and easy."

With 256MB of DDR memory and Sitara AM3703 processor, the Overo SandSTORM is \$99. Models with 512MB DDR and 512MB NAND are available in various configurations at the new prices: the \$109 EarthSTORM (Sitara AM3703 processor), \$139 WaterSTORM (DM3730 DaVinci processor), the \$159 AirSTORM (Sitara AM3703 processor, with Wi-Fi and [Bluetooth®](#) combo-solution) and finally the \$189 FireSTORM (DM3730 DaVinci video processor, with Wi-Fi and [Bluetooth®](#) combo-solution). The Overo STORM series is immediately available for purchase at www.gumstix.com.

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, 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>.

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