



**FOR IMMEDIATE RELEASE**

**Contact:**

Don Anderson  
888.427.3428  
[don@gumstix.com](mailto:don@gumstix.com)

**gumstix announces new focus towards OEM market segment  
company improves process and procurement for OEMs**

**Palo Alto, Calif., February 17th, 2006** – gumstix, inc., maker of the world’s smallest full function miniature computers (FFMC), today launched it’s redesigned website in a campaign to better serve it’s rapidly growing segment of Original Equipment Manufacturers (OEMs) and to continue to serve it’s Military, Education and Hobbyist customers.

“The company’s OEM strategy is designed to address the business process and procurement requirements of our OEM customers”, said Don Anderson, Executive Vice-President of Marketing and Sales at gumstix, inc. “Our customers are a diverse group of innovators. They have placed our gumstix products into keypads, Internet devices, monitoring solutions, autonomous robots and many more new and renovated OEM products and solutions”.

Anderson added “this is the third significant change that has shaped our company from its roots as a robotics computer company into a business capable of high volume transactions of full function, miniature computers. We’re implementing a natural step in the maturation of gumstix, inc.”.

TR2E, a twenty-year-old company based on the Ile-du-France, France, is an OEM of gumstix products. “We specialize in metering systems (e.g. gas, hot water, cold water, ...) for residential and commercial buildings. Our product monitors the consumption of each utility then transmits those readings via GSM to that customer’s central location – thereby automating their meter reading process”, said Philippe Rimbault, Project Manager at TR2E.

“Leveraging gumstix technology has given us a leg-up on our competition in both function and price point. Our new, gumstix-based product is being very well received by our customers so we are implementing an extensive rollout starting Q1, 2006”, Rimbault added.

As part of this website re-launch, Anderson has introduced market segmentation at [gumstix.com](http://gumstix.com) to reflect four key industries utilizing gumstix technology:

- OEM (Original Equipment Manufacturers)
- Military and Unattended Operation
- Education and Robotics
- Hobbyist

gumstix computers and expansion boards provide ideal solutions for OEMs wanting to create new technological innovations or product line upgrades to their 'next generation of small products'. Behind the website changes, gumstix, inc. continues to drive it's own supply chain automation allowing the company to scale easily to match the rapidly growing customer demand.

All gumstix platforms and expansion boards are available for purchase online at [www.gumstix.com](http://www.gumstix.com).

### **About gumstix, inc.**

gumstix develops and sells small, inexpensive, Full Function Miniature Computers (FFMC). Built on an open source software platform, the award-winning gumstix product line supports the growing Linux devices market through gumstix motherboards, expansion boards and waysmall computers. The company sells directly to commercial users, OEM designers, and open source enthusiasts in the embedded, wired and wireless devices, and application-server markets.

Based near Palo Alto, California, gumstix is privately owned and operated. For more information visit [www.gumstix.com](http://www.gumstix.com).

### **About TR2E**

La Société TR2E, prestataire de services depuis près de 20 ans, est spécialisée dans la télé-relève et l'individualisation des charges. Elle a équipé et suit les consommations de plus de 30 000 logements ou locaux tertiaires, répartis sur tout le territoire. (carte de France)

Implantée en Ile-de-France, elle peut intervenir sur tout le territoire. Entreprise à taille humaine, elle s'appuie sur une équipe d'une trentaine de personnes qui partagent une même culture : écoute du client, réactivité, service sur mesure, fiabilité.

For more information, visit <http://www.tr2e.com>