



Ivrea (TO) , March 27, 2015

Dear Partners,

At this time we feel it necessary to update our partners on the state of Arduino® products and the distribution business which you are a key part of.

Arduino Srl (aka Smart Projects Srl), as you know has been from the beginning of the Arduino® project, the place where the ideas were turned into reality and into a business. The first Arduino® models were made and initially distributed to schools of interactive design all over the world.

Arduino® products were then offered to the first DIY enthusiasts, contributing concretely, as one of the first open source electronic boards, to found and promote the Makers Movement: your strong efforts and contribution have made this great new movement a success and has grown in many new exciting areas like IoT and m2m. A realization that will change the world of electronics and communications in the physical world.

The family of Arduino® boards has helped professional and non-professional developers to prototype electrical projects and learn in a way that is accessible and possible for everyone.



Currently, Arduino Srl continues to be the only designer and manufacturer of original Arduino® products.

Open Source is the environment we want for millions of designers, engineers, makers and Arduino® lovers around the world. We hope to continue to help children and newbies learn about electrical engineering and computer programming, in order to develop and grow their ideas for today and tomorrow.

This fantastic story and these ideals will continue on the new website [Arduino.org](http://Arduino.org), which has been developed to ensure we stay true to the vision of the beginning of Arduino® and Arduino Srl and our distribution of these cool products.

Beginning in 2015 new changes have been put into place to ensure that our companies can continue to grow with the popularity of the Arduino® product line. The production of these high quality products continue to be done in Europe and specifically Italy which has been very successful.

Our distribution and logistics are going through a change for a couple of reasons, to help with faster deliveries and lower transport costs, we have a new company structure cc logistics that have offices and warehouses in three continents, EMEA Cham Switzerland, North American Boston Massachusetts and APAC Honk Kong and Taipei.



Additionally lots of work are being completed to get inventories in line with demand.

New personnel are being added to in many areas for response to your buying needs but also in the sales and support areas to ensure we are creating demand for Arduino products and for our distribution channel. These new sales people from time to time will be in contact to forge closer working relationships.

To help inform our partners of some questions recently raised in the press and other areas:

Q: Are there two “Arduino<sup>®</sup>” branded products manufacturers?

A: Not really, the only company that ever designed and manufactured the “Arduino<sup>®</sup>” branded product is Arduino Srl (formerly Smart Projects Srl). Others, for a number of reasons, have created in USA and Switzerland “Arduino” named companies. Some have been involved in completing contracts for web site development and PR (namely Arduino SA - Switzerland take cares of the web site [arduino.cc](http://arduino.cc) has been one of those). Clearly this has been the place to go for open source info in the past, but we will make [arduino.org](http://arduino.org) your new comprehensive location for this info and other valuable resources and services.



Q: I have heard in the press that there is a disagreement going on amongst initial founders of the open source project which inspired the Arduino® business.

A: Yes, there is a disagreement between the initial founders of the open source project (which have never been shareholders of Arduino Srl) and the actual management of Arduino Srl. We are confident that these issues will come to a conclusion shortly. Frankly some of these issues are complex because related to the validity of the registration of the trademark “Arduino®” in some areas of the world and cannot be summarized in few words. In this respect just bear in mind that Arduino Srl (aka Smart Projects Srl) has been the sole manufacturer of the original “Arduino®” branded products, selling and distributing them world wide for 10 years.

Q: Will cc logistics replace Magyc as distribution points ?

A: That is the big plan but exceptions may happen due to the nature of doing a worldwide distribution. cc logistics will help our makers to produce and distribute their projects in a world wide arena.

Q: Will Arduino make new products and new software?

A: Yes, new software and new products are the life blood of Arduino®. Recently new products, Arduino® Zero



Pro, Arduino<sup>®</sup>, 9 Axes shield partnership with Bosch and many more are coming.

Q: Will Arduino forge technology partnership?

A: Arduino is in the forefront of new exciting fields like IoT and m2m which is an exciting direction of the type of prototyping done with present day Arduino<sup>®</sup> products. We are in constant contact with major companies exploring these exciting fields. The Arduino YUN with its wifi capabilities and open source processing has ignited lots of new opportunities.

Q: Arduino EMEA, APAC and NA Distributors Sales Meeting

A: We are planning and will notify you of the details of the first global annual meeting

Q: Is there a New Management structure in Arduino ?

A: As it happens in every company that grows as fast as the Arduino environment, additional expertises and capabilities are needed to help steer the company in the correct direction. Federico Musto is the new CEO of Arduino group and he has a strong background in the open source business.

You are Arduino and we are honored and privileged to work with you - Arduino isn't the company, nor the



board, nor the software nor the founders - the Arduino is YOU - You made Arduino® what it is today and you'll continue to make it what it will be in the future.

Thank you in advance for your help and support

Arduino team