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Easy-to-Use Intel-Powered Development Board Offers Advanced Features for Next Generation of Innovators

Intel, Arduino* Founders Debut Maker Board with Corresponding Education Program Designed for Young Learners

NEWS HIGHLIGHTS

- Arduino 101 is the first widely available development board based on the tiny, low-power Intel® Curie™ module, announced by Intel at CES 2015.

- Easy to use and affordable, Arduino 101 is ideal for education environments, makers and embedded developers.

- Incorporated as part of Arduino's physical computing course, Arduino 101 is designed to build students' technology skillsets through hands on projects in coding, collaborating and making.

ROME--(BUSINESS WIRE)-- Today Intel Corporation, in conjunction with the founders of Arduino*, announced the upcoming release of Arduino 101 (U.S.) and Genuino 101 (outside the U.S.), an affordable learning and development board ideal for entry-level makers and education environments. Arduino 101 is the first widely available development board based on the tiny, low-power Intel® Curie™ module.

This Smart News Release features multimedia. View the full release here:
http://www.businesswire.com/news/home/20151016005030/en/

In addition to being easy to use and well-suited for foundational learning exercises, Arduino 101 can be used to prototype technology-based products that connect and compute, thanks to the powerful features of the Intel Curie module. It is priced comparably to entry-level microcontroller boards available today and features an accelerometer, gyroscope and Bluetooth Smart* connectivity to enable the development of smart, connected devices.

The board joins the ranks of Arduino's open-source electronics platform, which combines freely available hardware designs, an extensive ecosystem of third-party extension components, and a software programming environment that makes it easy for anyone to create interactive projects.

"Empowering budding entrepreneurs and young students has always been a priority for Intel, and by partnering with Arduino, we are bringing the power of Intel to a new generation of makers," said Josh Walden, senior vice president and general manager of Intel's New Technology Group. "With the advanced features of the Intel Curie module embodied in the Arduino 101 board, young learners as well as developers can now bring to life truly unique,

smart and connected creations."

The Intel Curie-based board will also be the featured prototyping tool for contestants on [America's Greatest Makers](), a new reality competition coming to Turner Broadcasting* television and digital platforms in 2016, and produced by United Artists Media Group* CEO Mark Burnett.

Arduino 101 in the Classroom

Arduino 101 will be incorporated into the [Creative]()

Thanks to the features of Intel® Curie™, makers using Arduino 101 will be able to prototype technology-based products that connect and compute. (Photo: Business Wire)

[Technologies in the Classroom]() (CTC) physical computing course developed and tested by Arduino and currently deployed in over 300 schools. CTC is the world's first formal physical computing course for elementary and secondary school classrooms and provides educators with the tools, support and confidence needed to introduce their students to the foundations of programming, electronics and mechanics. Intel will work closely with Arduino to bring the CTC program to schools across the globe in coming years. As it is introduced to classrooms, Arduino 101 will nurture the next generation of technology industry professionals, entrepreneurs and inventors.

"We worked closely with Intel on the development of this board and are expanding our educational courseware to incorporate the connectivity and advanced features expected by today's student developers," said Massimo Banzi, co-founder and CEO, Arduino. "Through our work with Intel, we're able to reach a global community of entry-level makers and students with a comprehensive introduction to physical computing and now with a more advanced, powerful technology solution that will help them bring their creative visions to reality."

Arduino 101 will be available in the first quarter of 2016 for a suggested retail price of US$30 (approximately 27 euros). The Intel-manufactured board will be sold under the Arduino 101 brand in the United States and under the Genuino 101 brand outside the United States. It will be available through catalog distributors and retailers selling other Intel maker and innovator products such as Amazon*, Conrad Electronic*, Farnell Element 14*, Microcenter*, Mouser*, RadioShack*, RS Components* and SparkFun*.

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. As a leader in corporate responsibility and sustainability, Intel also manufactures the world's first commercially available "conflict-free" microprocessors. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com, and about Intel's conflict-free efforts at conflictfree.intel.com.

About Arduino.cc

Arduino is an open-source electronics platform launched in 2005 to simplify the process of electronic prototyping and enable people with little or no technical background to build interactive products. A worldwide community of makers – students, hobbyists, artists, programmers, and professionals – has contributed to this open-source platform to create an incredible resource of knowledge accessible to novices and experts alike. Genuino is Arduino.cc's sister brand. Created by Arduino co-founders Massimo Banzi, David Cuartielles, Tom Igoe, and David Mellis, the Arduino.cc team and community, Genuino is used for boards and products sold outside the U.S., certifying their authenticity and consistency with Arduino's long-held values and philosophy of open-hardware and open-source. Genuino makes the Arduino open-source project available worldwide through alliances with local market-leading manufacturers in Asia, Europe, South America, Canada and Africa. Additional information about Arduino and Genuino is available at arduino.cc.

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