

**Information under embargo until January  
7th – 7AM (PST)**



**ARDUINO®**

**Suite 29-232 The Venetian Tower**

*Arduino unveils an unconventionally simple path to IoT success*

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**Las Vegas, January 7<sup>th</sup>, 2020**

**Arduino today announced a solution for professionals in traditional sectors aspiring for digital transformation through IoT. Combining a low-code application development platform with modular hardware make tangible results possible in just one day. This means companies can build, measure, and iterate without expensive consultants or lengthy integration projects.**

Millions of users and thousands of companies worldwide already use Arduino as an innovation platform. Notable existing Arduino partnerships include Amazon, Arm, Bosch, Intel, Google, Microsoft and Samsung. Arduino has drawn on this experience in frictionless design to enable enterprises to quickly and securely connect remote sensors to business logic within one simple IoT application development platform.

To support this platform, Arduino hardware already features on-board crypto-authentication chips and certified comms modules spanning WiFi, BLE, LoRa®, LTE Cat-M and NB-IoT. Equipped with powerful 32-bit Arm® microcontrollers they're ready for any low-power IoT deployment.

Many Small Medium Businesses (SMBs) recognize the value of IoT but lack the specialized engineering resource or budget required for conventional IoT projects. These businesses are increasingly using Arduino as a means to simplify and accelerate their IoT deployments.

**Fabio Violante (CEO, Arduino)** commented: “By combining the power and flexibility of our production ready IoT hardware with our secure, scalable and easy to integrate cloud services we are putting in the hands of our customers something really disruptive. Among the millions of Arduino customers, we’ve even seen numerous businesses transform from traditional ‘one off’ selling to subscription-based service models, creating new IoT-based revenue streams with Arduino as the enabler. The availability of a huge community of developers with Arduino skills is also an important plus and gives them the confidence to invest in our technology”.

***We are looking forward to meeting you 7-10th January here:  
ARDUINO SUITE 232 (floor 29), THE VENETIAN TOWER, LAS VEGAS  
To schedule an appointment with our Pro IoT team, please visit  
[arduino.com/ces](https://www.arduino.com/ces) or contact us at [ces@arduino.com](mailto:ces@arduino.com)***

**At CES 2020 Arduino also announced the powerful low-power new Arduino Portenta Family.** Designed for demanding industrial applications, AI edge processing and robotics, it features a new standard for open high-density interconnect to support advanced peripherals. The first member of the family is the Arduino Portenta H7 module – a dual-core Arm Cortex®-M7 and Cortex-M4 running at 480MHz and 240MHz respectively with industrial temperature-range (-40 to 85°C) components. The Portenta H7 module is capable of running Arduino code, Python and Javascript, making it accessible to an even broader audience of developers.

“The Arduino Portenta H7 combines the outstanding performance, flexibility, and features of the STM32H747 with the value and usability of the new Arduino IoT application development platform (Arduino IoT Cloud, Pro IDE with cloud integration, IoT UI editor), to help SME simplify the creation and deployment of their custom connected products” said **Laurent Hanus (Ecosystem Marketing Manager, STMicroelectronics)**.

Deployment times are accelerated further still through the **use of Altium Designer and the Altium 365 Cloud Platform** for hardware design. SMBs and design professionals using Altium Designer can now leverage a range of Arduino reference design assets, from validated component symbols and footprints to schematic and layout templates and examples, making it faster and simpler than ever to create custom hardware designs that integrate Arduino modular hardware.

Arduino software is also evolving to support this new high-performance hardware, with the familiar Arduino code running on top of the Arm Mbed™ OS open source IoT operating system, to provide enterprise grade features with a user-friendly front end.

“SMBs with industrial requirements require simplified development through secure development tools, software and hardware to economically realize their IoT use cases” said **Charlene Marini (Vice President of Strategy, IoT Services Group, Arm)**. “The combination of Mbed OS with Cortex-M IP in the new Arduino Portenta Family will enable Arduino’s millions of developers to securely and easily develop and deploy IoT devices from prototypes through to production.”

**General availability is scheduled for February 2020.** The new Arduino Portenta H7 module is available to beta customers now on [arduino.cc/pro](https://arduino.cc/pro). The beta program is initially targeted to enterprise and SMB customers and professional makers.

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### **About Arduino**

Arduino is an open-source hardware, software, and content platform with a worldwide community of around 30 million active users. It has powered thousands of projects, from everyday objects to satellites and complex scientific instruments. This success has been made possible by combining a wide variety of electronic boards, easy-to-use tools, a collaborative community, and practical project examples to suit all levels.

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