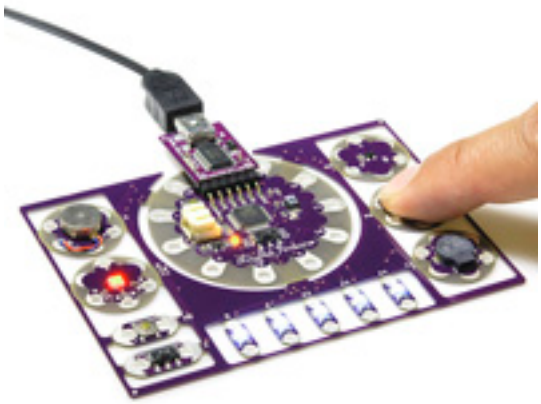
Products Enable Beginners to Explore the World of Embedded Electronics



BOULDER, Colo., Aug. 2, 2011 – SparkFun Electronics (www.sparkfun.com), a provider of parts, knowledge and passion for electronics creation, today announced a new line of products designed to help the novice electronics enthusiast ease into the world of programming, prototyping and design.

Each product in the new ProtoSnap line features various input and output boards that are linked together, complete with traces, to form a multi-use prototyping platform. This allows users to experiment with embedded electronics without the burden of soldering, wires or other typical prototyping limitations.

There currently are three different products in the ProtoSnap line - the ProtoSnap Pro Mini, the ProtoSnap LilyPad Development Board and the ProtoSnap LilyPad E-sewing kit.

The Pro Mini combines an Arduino Pro Mini with a host of inputs and outputs to allow users to experiment with the Arduino language. When they have mastered programming the ProtoSnap Pro Mini, it can be broken apart so the individual components can be used separately. Both the ProtoSnap LilyPad Development Board and the ProtoSnap LilyPad E-sewing kits are designed to help users ease into e-textiles. They, too, can be broken apart into individual components and used in any number of different projects and applications.

"The ProtoSnap line is really designed with the beginner in mind," said SparkFun Engineer Ryan Owens. "We really think it will help introduce people to prototyping in an easy-to-understand and user-friendly way."

While the ProtoSnap line currently has three products, the range of possibilities for expansion is endless. SparkFun is excited to see the implications this new product holds for beginner electronics enthusiasts and hopes the ProtoSnap line will

introduce a new group of people to the wonders of embedded electronics.