



Launched on Kickstarter on Monday 20 April 2015 – Funded in 80 minutes

UDOO Neo = Raspberry Pi + Arduino + Wi-Fi + BT 4.0 + Sensors gets funded in just 80 minutes

The groundbreaking Single Board Computer reached its 15k goal on Kickstarter in 80 minutes.

UDOO Neo merges the world of Arduino™ and Raspberry Pi with wireless connectivity and 9-axis motion sensors, providing a complete and easy solution to free your imagination, make your objects alive and create new smart devices and appliances from scratch.

Campaign Link: bit.ly/UdooNEO

On Monday 20 April 2015 SECO USA Inc. launched UDOO Neo on Kickstarter at 11 o'clock in EST time, raising the 15k USD dollar goal in just 80 minutes.

The first to be astonished by the overwhelmingly successful launch are UDOO Team members: "We felt immediately a great interest for the NEO, but we weren't expecting such enthusiast reaction. This confirms that we're in the right direction: people are eager to get involved in the Internet of Things computing, and UDOO NEO seems their perfect companion" declares Maurizio Caporali, NEO's product manager.

UDOO Neo is a credit-card size (59.3mm x 85mm - 3.35" x 2.33"), low-cost, low-power consumption, open-source hardware board, able to run Android or Linux and Arduino-compatible. It can be used as a fully-fledged computer, as an Arduino-compatible microcontroller or as an embedded computer to build new devices, smart objects and appliances.

UDOO Neo comes in two versions: UDOO Neo Basic and UDOO Neo.

UDOO Neo Basic has 512MB of RAM, one USB port, one micro USB OTG port, HDMI video output for LVDS and touchscreen, Wi-Fi module, Bluetooth 4.0 module (including Classic Bluetooth and Bluetooth 4.0), analog and digital camera connection, 54 GPIOs and MicroSD card for the operating system.

In addition to all the features of UDOO Neo Basic, UDOO Neo has also a fast ethernet (10/100 Mbps), 9-axis motion sensors embedded, and it has 1GB of RAM instead of 512MB.

UDOO Neo is the result of a joint effort between SECO

(<http://www.seco.com/en/welcome-seco>) and Aidilab (<http://aidilab.com/>). SECO is a global leader in the B2B embedded market, with 36 years of experience in design and production of electronic embedded solutions. AidiLab is a design studio founded as a startup of the Interaction Design Lab (IDA) of Siena University (<http://www.unisi.it/>) thanks to passionate efforts of professors and students. It collaborates with SECO in the hardware and software development of UDOO, and manages the communication and the relation with the user base.

“UDOO Neo is a new-generation single board computer, ready for Internet of Things applications thanks to its wireless connectivity and embedded sensors that no other board on the market features right now.” says Maurizio Caporali, Product Manager of UDOO Neo.

UDOO needs the funds to keep the price low, this is the reason why it will be launched on Kickstarter. Right now, a \$49 pledge is the minimum to get a UDOO Neo Basic and \$59 to get a UDOO Neo. SECO aims to ship the boards to customers in September 2015.

Contact info@udoo.org for further inquiries.

www.udoo.org

About UDOO Neo

UDOO Neo is a revolutionary product, in terms of connectivity, interactivity with the real world and cost.

Main features and key points:

- **Arduino**-compatible board embedded, even compatible with most Arduino™ shields, sensors and actuators;
- Born to be **wireless**: Wi-Fi, Classic Bluetooth and Bluetooth Low Energy;
- Credit-card **size**;
- **Two processors** embedded in the same chip, that can work **at the same time**;
- 9-axis **motion sensors** embedded;
- Low-cost: starting from **\$49** (Early Bird **\$35**).

Creators

UDOO Neo is the result of a joint effort between SECO

(<http://www.seco.com/en/welcome-seco>) and Aidilab (<http://aidilab.com/>). SECO, based in Siena (Italy), is a global leader in the B2B embedded market, with 36 years of experience in design and production of electronic embedded solutions. Aidilab is an Interaction Desig Lab based in Siena, which collaborates with SECO in the hardware and software development of UDOO, and manages the communication and the relation with the user base.

Made for

• Makers

For an Arduino™ lover, UDOO Neo is like a wireless Arduino™ with sensors embedded, and compared to a standard Arduino™ UNO with wireless module, a single board computer attached via serial connection and 9-axis motion sensors there is a saving of over \$60. For Raspberry Pi lovers, UDOO Neo allows programming in any language like Raspberry Pi, but it provides also wireless connectivity, an Arduino™-compatible microcontroller embedded on the same chip, compatibility with analog sensors and 9-axis motion sensors, with a saving of over \$60. 9-axis motion sensors are fundamental to create drones, automotive applications and devices, rovers, robots.

• Designers

For a designer willing to realize a digital installation, UDOO Neo is perfect, because it is a standalone solution: you don't have to worry about wireless connectivity, sensors attaching, serial connection, power consumption or anything else - and it's even a very low-cost solution.

• Developers

For a developer, UDOO Neo is perfect, because it allows him/her to port his/her skills with Linux or Android and use them to impact the physical world through Arduino™. A mobile developer can now discover an entire new world of interactions, and go beyond the screen of its smartphone.

- **Students**

For a student, UDOO Neo is ideal because it is a low-cost complete solution: it doesn't matter if you are used to Linux, Android or Arduino™. You can be also a complete beginner: UDOO Neo allows you to start with any language, in any development environment - while with an Arduino™ or with a Raspberry Pi possibilities are limited.

- **Teachers**

For a teacher, UDOO Neo is an ideal solution to involve a classroom in interactive lessons, even for humanities students. Nowadays, digital literacy is a central theme in the public debate. Each year more and more schools take part in movements, like Code.org, to teach coding and engineering to young students. We already support many schools, like I.T.I.S. Sarrocchi (Siena, Italy) and M.S. Ramaiah Institute of Technology (Bangalore, India). Moreover, through LTSP technology, a classroom can save several thousands of dollars by using one UDOO Neo per student as client and one personal computer as a server for the teacher, without any decrease in terms of efficiency in comparison with a personal computer per student.

- **Startups**

For a startup in the hardware field, UDOO Neo is really the ace in the hole, allowing fast prototyping and real testing, as the Lean Startup Method preaches. For any startup in the drone space, for example, UDOO Neo represents a saving of thousand of dollars, because it provides a suitable platform for alpha and beta testing, pushing the production phase at a later stage of development.

UDOO Neo Specs

- Processor: Freescale™ i.MX 6SoloX with an embedded ARM Cortex-A9 core and a Cortex-M4 core
- Memory: 512 MB (only UDOO Neo Basic) or 1GB DDR3 (only UDOO Neo)
- Graphics: Integrated 2D/3D graphics controller
- Video Out: HDMI interface; LVDS interface + touch (I2C signals)
- Video In: Analog camera connection supporting NTSC and PAL; 8-bit parallel camera interface*
- Mass Storage: NOR SPI Flash onboard; MicroSD card slot onboard; 8-bit SDIO interface*
- Audio: HDMI audio transmitter

- USB: 1x USB 2.0 Type A ports; 1x USB OTG (micro-AB connector)
- Networking: fast ethernet RJ45 (10/100Mbps); Wi-Fi 802.11 b/g/n; Bluetooth 4.0 (Classic Bluetooth and Bluetooth Low Energy); Wi-Fi Direct Mode Smart Config
- Serial Ports: 3 UART port*, 2 CAN Bus interfaces*
- Other interfaces: 8x PWM signals*; 1x I2C interface*; 1xSPI interface*; 6x multiplexable signals*;
- Power Supply: 5 V DC Micro USB; 6-15 V DC Power Jack; Coin Cell RTC Battery Connector;
- LEDs: Green Power Status LED; User Configurable Red LED;
- Integrated Sensors: 3-axis accelerometer; 3-axis magnetometer; 3-axis digital gyroscope;
- Dimension: 85mm x59.3mm (3.35" x 2.33");
- Arduino™ Pinout: Arduino-compatible through the standard Arduino™ Pins layout and compatible with Arduino™ shields;
- Digital I/O pins: 36 available GPIOs;
- Analog Input Pins: 6;
- Operating Systems: Android & Linux

*available on pin header

UDOO Dual/Quad

UDOO is a low-cost open-source hardware ARM-based single board computer, dual or quad core, able to run Android, Linux or Arduino™, successfully backed on Kickstarter on April 9th, 2013 with \$641,614 from 4,172 backers all around the world on a goal of £27,000.

Several world-class media like [TechCrunch](#), [CNN](#), [Hack Things](#), [Ars Technica](#), [The Huffington Post](#) has covered the product so far.

Many UDOO-based projects are on udoo.hackster.io