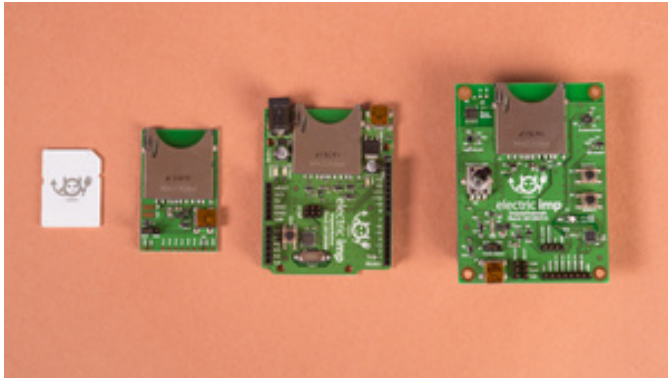


## An Cloud-Based Imp in the Internet of Things

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Electric Imp has a simple proposal to bring about the so-called "internet of things"-- connecting almost any device to the internet with the addition of a simple card in a slot.



Created by ex-Apple and Google engineers, the Electric Imp card looks very similar to standard SD cards. It carries a wifi 802.11b/g/n radio, a Cortex M3-based processor and software-controllable I/O pins.

Once the user installs the Imp card into a device (be it a coffee machine, a washing machine or a lighting system) using an Electric Imp circuit board-- the company is also in talks with OEMs to get slots pre-installed into products-- the card connects to the internet, allowing users to control the device remotely via Electric Imp's online cloud and simple web-based software.

The "internet of things," in other words.

Currently the Electric Imp card exists as a developer preview, which company will start shipping from June 2012 for \$25. It is also in talks with vendors, who will release compatible devices later this year.

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