



## **SOFTBANK TO SELL ELECTRIC IMP'S IOT DEVELOPMENT KITS TO ACCELERATE IOT PRODUCT DEVELOPMENT IN JAPAN**

LOS ALTOS, Calif. – March 30, 2017 – SoftBank Corp. (“SoftBank”), in collaboration with Electric Imp, a global secure IoT connectivity platform provider, today announced it will sell Electric Imp’s “IoT QuickStart Family” through SoftBank “+Style” (<http://plusstyle.jp/>), a platform that supports companies producing IoT (Internet of Things) items with new ideas and prototyping efforts. From late April, developers can order Electric Imp prototype and development kits to accelerate IoT product development.

With Electric Imp’s imp004m Breakout Board, which implements the imp004m TELEC-certified 2.4GHz Wi-Fi module, and the impExplorer™ Kits, companies will be able to facilitate IoT product development using the Electric Imp secure IoT connectivity platform. The platform includes a wide array of services, tools and advanced technologies designed to decrease the costs and time to develop, prototype and test IoT products. The combination of integrated hardware, impOS™, impCloud™, impSecure™, and BlinkUp™ provide device management, secure provisioning, firmware and software over-the-air updates, and pre-built integrations. Moreover, with Electric Imp’s market-leading impSecure, which enforces end-to-end security on and between embedded systems and the cloud, companies can focus on commercialization efforts versus worrying about security.

The two Electric Imp products “+Style” will sell are as follows:

### **imp004m Breakout Board**

The imp004m Breakout Board is a development board purpose-built for IoT that includes a 2.4GHz Wi-Fi module with ARM Cortex-M4 processor. When using the imp004m Breakout Boards, PoC’s for applications such as Smart Building, energy management, asset monitoring and management, predictive maintenance, and automated replenishment, can be delivered at a fraction of the cost and time required by other solutions.

### **impExplorer Kit**

The impExplorer Kits help software developers learn about or train others on connecting to the IoT. Like the imp004m Breakout Boards, each Kit leverages the Electric Imp connectivity platform but does not require a breadboard or other additional components. The impExplorer Kit is powered either by 3xAA batteries or USB and includes four sensors -- temperature, humidity, air pressure and accelerometer – as well as Grove connectors for solderless expansion.

### **About SoftBank**

SoftBank Corp., a subsidiary of SoftBank Group Corp. (TOKYO: 9984), provides mobile communication, fixed-line communication and Internet connection services to customers in Japan. Leveraging synergies with other companies in the SoftBank Group, SoftBank Corp. aims to transform lifestyles through ICT and expand into other business areas including IoT, robotics and energy. To learn more, please visit [www.softbank.jp/en/corp/group/sbm/](http://www.softbank.jp/en/corp/group/sbm/)

**About +Style**

+Style is a platform that connects companies producing IoT (Internet of Things) items with consumers interested in these new products. A fusion of planning, crowdfunding and shopping, +Style gives companies complete control over operations, from project planning to sales, while at the same time ensuring that they can respond to consumer needs. +Style expands purchasing options by introducing products not previously available.

**About Electric Imp**

Electric Imp helps more than 100 manufacturers and enterprises transform the world through the power of secure IoT connectivity. Over a million devices have been built with our highly secure platform as a service, with devices deployed and managed in 105 countries. Our unique solution - featuring fully integrated hardware, OS, security, APIs and cloud services purpose-built for the IoT - dramatically decreases cost and time to market while increasing security, scalability, and flexibility. The Electric Imp platform enables innovative commercial and industrial applications and empowers manufacturers to manage and quickly scale their connected products and services to millions of users. Electric Imp, founded in 2011, is located in Los Altos, California, and Cambridge, England. For more, visit <https://electricimp.com>.

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