

PRESS RELEASE

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FOR IMMEDIATE RELEASE

RF Digital and Acrobotics Team Up to Launch Plug n Blink at Silicon Beach Fest

Santa Monica, CA – July 21, 2014 – At last month’s Silicon Beach Fest, Pasadena-based Acrobotics unveiled Plug n Blink, a small, portable device that allows users to control color-changing LED lights wirelessly through a smartphone, tablet or computer. Acrobotics CTO, Francisco A. Zabala, demonstrated Plug n Blink by using an iPhone app to change the colors on a strip of RGB LED lights.

Plug n Blink is the product of a collaboration between Acrobotics and RF Digital, creators of RFduino, a fingertip-sized microprocessor which is the result of a highly-successful Kickstarter campaign. “We’re very pleased to see innovative makers like Acrobotics bring easy-to-use products to the maker marketplace,” said Armen Kazanchian, Founder of RF Digital. “Working with them has been a pleasure.”

RFduino streamlines the design process of devices like Plug n Blink, opening up a world of possibilities for anyone with a great idea. “The RFduino team is very proud and happy to see the hard work that we’ve put into simplifying Bluetooth low energy and making it available to everyone, and enabling those with creativity to realize their smartphone-based products quickly and easily,” said Kazanchian.

Plug n Blink is one of many new projects built on RFduino. Kazanchian said he currently has “quite a few” more collaborations in the works, most of which are “drifting toward the area of professional products,” including those with medical, industrial and gaming applications. “We’ve built a professional-grade product for use by everyone, from makers all the way to the professional,” said Kazanchin, “and there’s no need why professional-grade has to be complicated. We basically made something very complicated to be very simple, and therefore effective and reliable.”

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