

a project called Freeduino, but overall, trademarking and branding has been a critical tool for Arduino.

David encourages people and businesses to start by sharing everything as a default strategy, and then think about whether there is anything that really needs to be protected and why. There are lots of good reasons to not open up certain elements. This strategy of sharing everything is certainly the complete opposite of how today's world operates, where nothing is shared. Tom suggests a business formalize which elements are based on open sharing and which are closed. An Arduino blog post from 2013 entitled "Send In the Clones," by one of the founders Massimo Banzì, does a great job of explaining the full complexities of how trademarking their brand has played out, distinguishing between official boards and those that are clones, derivatives, compatibles, and counterfeits.²

For David, an exciting aspect of Arduino is the way lots of people can use it to adapt

technology in many different ways. Technology is always making more things possible but doesn't always focus on making it easy to use and adapt. This is where Arduino steps in. Arduino's goal is "making things that help other people make things."

Arduino has been hugely successful in making technology and electronics reach a larger audience. For Tom, Arduino has been about "the democratization of technology." Tom sees Arduino's open-source strategy as helping the world get over the idea that technology has to be protected. Tom says, "Technology is a literacy everyone should learn."

Ultimately, for Arduino, going open has been good business—good for product development, good for distribution, good for pricing, and good for manufacturing.

Web links

- 1 www.arduino.cc/en/Main/Products
- 2 blog.arduino.cc/2013/07/10/send-in-the-clones/