Arduino microcontrollers are priced around $30 dollars. The Arduino has a ATmega328 microcontroller, has an input voltage of 7-12V. It has 14 Digital I/O Pins (6 PWM outputs), 6 Analog Inputs, 32k Flash Memory and 16Mhz Clock Speed.PIC microcontrollers have many different configurations are very customizable and vary in prices. PIC microcontrollers are cheaper but it cost more to start them off. A programmer is required and a debugger. A kit with a microcontroller included will cost around $60 but after the initial costs they drop a lot in price after you have a developer kit. A big difference is that a PIC can be just a chip while the Arduino is an entire platform. The Arduino is easier to use and program and more user friendly. The PIC requires more skill and knowledge but is cheaper and has more capabilities if you will be buying more than one microcontroller. Basically the Arduino is very useful if you are just building one item or during the beginning of a design to test the product out. PIC is better if you are going to be putting the product into production because they are cheaper. PSoC microcontrollers are very similar to the Arduino when comparing them to the PIC controller. The PSoC is has more capabilities but also is not as easy to use or have as many easy plug and use products, like the Arduino Bluetooth or wireless Shield.