

## SparkFun Electronics Goes to POSSCON to Present Ideas for Open Source Business and Technology

*Lindsay Levkoff and Christopher Clark explain what it means to be an open source business and how to improve the adoption of open source technology into classrooms*

BOULDER, Colo. March 23, 2012 -- SparkFun Electronics (<http://www.sparkfun.com>), provider of parts, knowledge and passion for electronics creation, today announced its participation at the 2012 Palmetto Open Source Software Conference (POSSCON) in Columbia, S.C. POSSCON continues to bring together innovators in the open source space (technologists and managers) and provides affordable access to quality information regarding the open source movement. Two of SparkFun's Directors, Lindsay Levkoff (Education) and Christopher Clark (IT), will be presenting at the event.

SparkFun Electronics is a rapidly growing provider of open source hardware that has prospered from a dorm room setting into a multi-million dollar company with no outside investment. "An early reliance on open source technologies enabled this growth and has now developed into an undercurrent that permeates the culture here at SparkFun," explained Christopher Clark, director of information technology at SparkFun. Now, with an infrastructure rich in open source technology and a custom-built ERP system being gradually opened for public use, SparkFun is facing the challenge of pushing further into open source technology while mitigating risk and pressing innovation. During Clark's presentation, he will elaborate on SparkFun's open source business model and how the company will use open source technologies and practices to continue to innovate at many levels.

"The open source community continues to grow and it doesn't show any signs of abating," explains Lindsay Levkoff, director of education at SparkFun. "Not only are we proud to support the open source community through events like POSSCON, but we are excited to see this movement gain momentum in other communities, such as education." As an educator, Levkoff wants to improve the adoption of open source technology into the classroom. This is because the open source model allows educators to bring relevant and engaging technology into the classroom, despite budget and resource restrictions. Levkoff's presentation will include a discussion of what the Department of Education at SparkFun Electronics learned during its first year with early adopters, students, parents, educators and administrations, and how the company plans to increase the affordability and accessibility of technology for all students across multiple geographical areas.

"We're leaders in the open source hardware movement," continued Clark. "It applies to our products as much as our software and even applies to how we interface with our community."

POSSCON is held at the Columbia Convention Center in downtown Columbia, S.C. from March 28-29, 2012. To learn more about Clark, Levkoff and their presentation topics at POSSCON 2012, please visit: (<http://www.posscon.org/speaker/chris-clark/>)

and (<http://www.posscon.org/speaker/lindsay-levkoff/>).

If you would like to learn more about SparkFun Electronics, please visit:  
(<http://www.sparkfun.com>).

### **About SparkFun Electronics**

Founded in 2003, SparkFun shares its passion by providing parts, knowledge, and innovation for those looking to explore the world of embedded electronics. It helps anyone discover their inner inventor and enables individuals to create their own electronics projects.

SparkFun currently offers more than 1,800 products, ranging from simple components, like capacitors and resistors, to GPS units and Bluetooth modules. The company employs 140 people and is based in Boulder, Colorado.

Find SparkFun on Twitter (<http://www.twitter.com/SparkFun>), Facebook (<http://www.facebook.com/SparkFun>), Flickr (<http://www.flickr.com/SparkFun>), YouTube (<http://www.youtube.com/SparkFun>), Vimeo (<http://www.vimeo.com/SparkFun>), and Google+ (<https://plus.google.com/106084846822083498483/posts>)

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