

Former Arduino Co-founder towards the next industry evolution

Gianluca Martino, 43 year-old, Ivrea (TO), having started his challenge as a Senior Advisor of Fluo Technology, explains the main features and purposes of this new project

What are our main objectives?

- To create an entrepreneurial environment that comes from Maker background, with the main focus on IoT - Internet of Things. In three years we hope to allow anyone to create their own projects with the minimum effort and give society the opportunity to harness the power of creativity, therefore making a long-lasting impact on how the world operates.
- What we are going to focus on moving forward is to engage with the existing community, where people embrace the same vision of simplifying the world. We want to create an experience where everyone feels connected, heard and cared for. Next to this, we will be adopting a hands on approach, where users will 'learn by doing' through dedicated tutorials and customised kits, based on the user's specific needs and desires.
- One of the challenges we are most proud of was to merge the microcontroller sector with the emerging technology offered by the new chip, ESP32 from Espressif. This is ideal to best support IoT with extremely low costs. The ESP32 is a 2.4 GHz Wi-Fi and Bluetooth low power combo chip. It provides the right powerful Cloud backend thanks to support to IPv4 and IPv6, SSL/TLS for security.
- By simplifying the IoT, in the next few years, we will be able to:
 - Text the Things
 - Talk to the Things
 - Interact with the Things
 - Create smarter Things

We believe everyone of us should not only be able to have access to such a technology, but also have the opportunity to contribute to the wider society with ideas, by creating customised applications in the easiest way.