

programmer? Of course the link to Adafruit is more obvious, but what was the inspiration behind the name? Maybe you had a premonition that you would be working with raspberries one day?

[Limor] When I was younger all I did was play around with Linux, installing it on anything I could find and exploring all the things that made it work. In my hacker days, actually I'm still in those days now :) ..., my nickname was Ada. I was always programming, building, reverse engineering so the Ladyada name has stuck with me from the start. Looking back at all the Linux hacking it seems like I was in training to work on the Raspberry Pi. For the younger folks out there who like spending time hacking away, it really can end up being a fantastic adventure and a career!

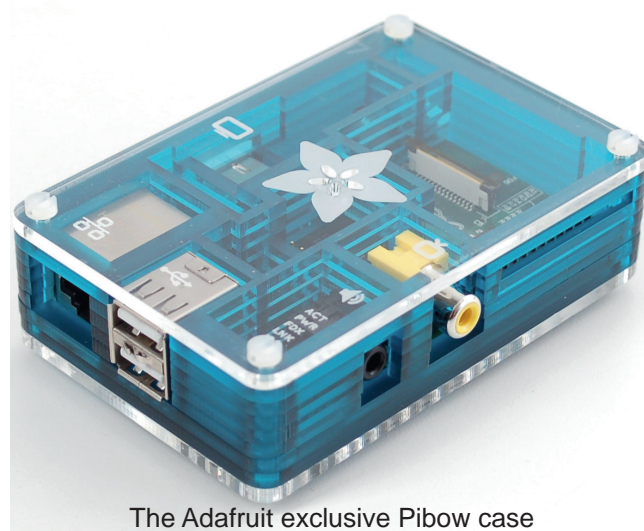
[MagPi] We have all heard of open source software and it is used every day by millions of people, including 1 million plus Raspberry Pi users. But you are heavily involved in the open source hardware community. Indeed all Adafruit products are made available as open source hardware with free download of schematics, PCB layouts, firmware and software. Arduino is a popular example of open source hardware but can you tell us more about what you think is the future of open source hardware?

[Limor] I like to skip to the end of the story, all hardware is copyable. There are trademarks for logos and names and patents for some things, but if it's made out of physical bits and it's interesting, someone is going to copy it. So I've always worked back from that, if someone is going to copy something of mine I should do my best to make it educational, fun and help society. In a world where companies like Apple and Samsung are suing each other it's pretty clear that progress stops when you think you can stop copying. One way to look at it is recipes, we can all make any dish we like at home, but we go to restaurants for an experience. That's how I look at hardware, you're not just buying the physical bits from Adafruit, you're getting the service, support and community of makers. In the future every hardware company will need to be a cause and a business, Raspberry Pi and Arduino are

great examples.

[MagPi] What got you interested in the Raspberry Pi? Looking at www.adafruit.com I can see that the Raspberry Pi section is one of the largest.

[Limor] At Adafruit we have a big goal and mission; to teach kids programming and making... and it's actually teach everyone, not just kids. We think everyone should be able to use a low-cost educational computer to learn electronics and of course learn a computer language. We struggled with how we would be able to start this endeavor and that's when the Raspberry Pi was announced. It became so popular so quickly that it really kept us on our toes meeting demand. Every single thing we design or curate in the store is tested by me. For the Raspberry Pi we knew it would be important to have the best educational resources in



The Adafruit exclusive PiBow case

addition to the best support. Six months later, the Pi section is one of our largest and the Pi tutorials are the most viewed on the Adafruit Learning System <http://learn.adafruit.com/category/raspberry-pi>.

But wait, there's more! We also knew we'd need a great web-based way to teach, so we've invested a lot of time and resources in building our own integrated development environment (IDE), complete with step debugging and visualizer. The Raspberry Pi WebIDE is by far the easiest way to run code on your Raspberry Pi. Just connect your Pi to your local network. Then log on to the WebIDE in your web browser to edit Python, Ruby, JavaScript, or anything and easily send it over to your Pi. Also, your code will