

PRESS DOSSIER
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IUNIKO

Free Knowledge Foundation



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iUnika | the libre company

iUnika is a global company dedicated to manufacturing and distribution of computer hardware and development and assembly of Free Software.

It is a new company and its founders are two businessmen from Madrid, Ángel Blázquez and Pablo Machón, who channelled their extensive two decade experience in the informatics sector to put together a business project which although of a marked technological nature is simultaneously oriented towards social and environmental awareness.

Freedom comes first at iUnika. The concept means respect towards individual liberties of users but furthermore means the road towards democratization and universalization of computer technology through affordable priced products.

The company currently carries out its activities between China, where it manufactures its products under the direction of Japanese and Taiwanese expert technologists; Hong Kong, where the headquarters are based; and Madrid, where the company develops its software and has a laboratory (in Miraflores de la Sierra).

iUnika is the sole and only computer hardware manufacturer in the world which has committed itself to exclusively using Free Software in all its products.

IUNIKO
the libre company





The founders

iUnika is the fruit of an entrepreneurship between two Madrid businessmen with extensive accredited experience in the informatics sector:

Ángel Blázquez

Is an economist and a legal expert on imports and exports. His links with the computer industry dates way back when he co-founded Infinity System (one of the most relevant European distributors of computer hardware). As a businessman, he also participated in developing other technological products.

Pablo Machón

Is a well known member of the Free Software and Free Knowledge community. He has more than 25 years of experience in the informatics sector and 18 years in Free Software. He currently presides the Free Knowledge Foundation (FKF), is vice-president of the Free Software Foundation Europe, president of the Free Software Public Consortium and organiser of LibreMeeting.

Pablo Machón



Ángel Blázquez





Project origin

iUnika's origin is linked to the entrepreneurship eagerness of its founders.

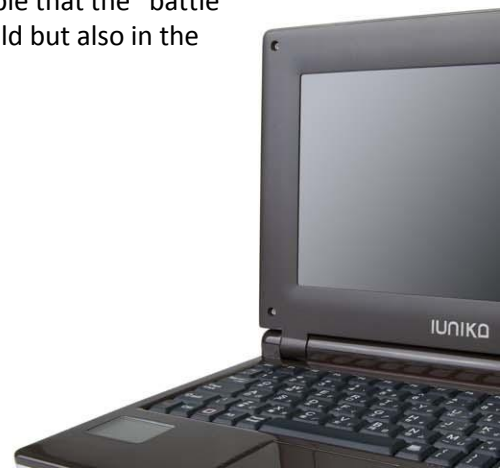
Bent on starting a new business venture in the informatics sector, Ángel Blázquez used a visit to China to look for technological and strategic partners, who shared the idea of developing a low cost personal computer that was innovative in design and environmentally friendly.

This was about improving computer performance offered by PDAs and latest mobile telephones, but without sacrificing the advantages associated with connectivity, mobility and comfort.

Sector knowledge and research carried out experts on computers enabled the identification of proper suppliers and manufacturers that were needed to develop a product that was technologically competitive, had an attractive design and a very affordable price.

However, all this was not enough because iUnika was born with the ambition of creating a unique product. And Pablo Machón joined this eagerness for democratization and universalization of laptops thus enriching the initial idea with his wide knowledge of Free Software, thereby contributing to generating wealth within the sector through defence of user freedom.

The arrival of Pablo Machón meant the arrival of the Free Knowledge Foundation (FKF) into the iUnika business project, a tangible example that the "battle" of free software is not just limited to the ideological field but also in the practical field, that is everyday life.





Development and manufacturing at three sides

iUnika is a global company, that despite it keeps its Spanish origin, it has its activity decentralized between Madrid, where it has a laboratory and develops Free Software for its computers in accordance with the FKF directives; China, where the production process is performed (under the control of Taiwanese and Japanese expert technicians); and Honk Kong, where it has its commercial and main offices.

As global company, iUnika has competitive advantages regarding to other companies through its presence in these reference markets. Also, the establishment of strategic alliances with local partners lets it guarantee high quality standards, make an important effort for reducing costs - what is traduced in the final prize- and get a production capacity of 1,2 million of computers by month.

Finally, from the Hong Kong offices iUnika implements a global distribution strategy all around the world.





Mini-pc characteristics

The first computers developed by iUnika belong to the UMPC category (Ultra Mobile Personal Computer) and they are mini portable computers, ultra light (700 grams of weight), that incorporate an operative system completely free (GNU/Linux) with thousands of Free Software programs.

By its characteristics, it is a unique computer in the market: it is eco-efficient, 100% free, reduced size and, in spite of its low cost (it will be commercialized by 130 €), it doesn't neglect the design and offers an attractive look.



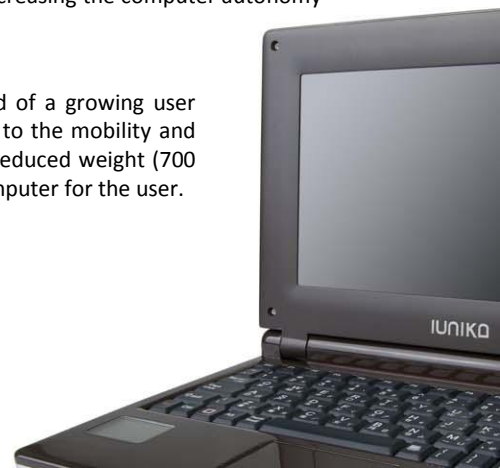
The iUnika mini-pcs casing is made by bio-plastic, an environmentally friendly material, due to the fact that is got from natural origin renewable resources, like starch, cellulose or maize flour and, therefore, are totally biodegradable.



The mini-pcs iUnika Solar have a higher ecologic component regarding other models, because in their casing they incorporate solar sheets that let complete the battery charge with a clean and endless resource as the sun is, increasing the computer autonomy in more than 4 hours.



The model iUnika GSM responds to the demand of a growing user profile, as have those who give vital importance to the mobility and connectivity. The tight size (23x16 cm.) and the reduced weight (700 grams) turn iUnika into a very comfy portable computer for the user.





Technical characteristics



- **Type of computer:** UMPC (Ultra Mobile Personal Computer)
- **Operating system:** GNU/Linux
- **Processor:** Mips
- **Processor brand:** Ingenic
- **Processor speed:** 400 Mhz
- **RAM Memory:** 128 Mb
- **Storage capacity:** up to 64 Gb
- **External storage:** SD
- **Type of hard disk:** Flash
- **Hard disk capacity:** 1 Gb
- **USB ports:** 3 extensible ones
- **Internet access:** ADSL, Wifi, CDMA, GPRS (optional)
- **Screen size:** 8"
- **Maximun resolution:** 800 x 480
- **LAN:** 10/100 Ethernet Interface
- **Weight:** 700 grams
- **Dimensions:** 23 x 16 cms
- **LCM mini-screen**





Free Software

Free software is a type of software that defends and respects user freedom.

According to the GNU project, there are four essential rules in computing that determine whether a program is free or not:

- The freedom to use a program for whatever reason.
- The freedom to research into how a program works and how to adapt it to ones specific needs (access to the source code is the first and essential condition for this).
- The freedom to distribute copies, so that the user has the possibility to help others by sharing his/her knowledge.
- The freedom to improve the program and make those improvements available for public consultation.

The historical origins of the Free Software dates back to the 1980's, when the first computers began working with private operating systems, which did not allow users to make modifications nor even simple corrections of mistakes or problems detected in the software. These limitations were precisely what drove Richard Stallman to start a movement in favour of Free Software. In 1984, he began work on the GNU project and founded the Free Software Foundation (FSF) only a year after that.





Interesting websites

- www.iunika.com | iUnika
- www.fkf.libre.org | Free Knowledge Foundation
- www.fsf.org | Free Software Foundation
- www.libre.org | Documentation centre and a meeting point for Free Knowledge, Free Software and Free Standards
- www.fsfe.org | Free Software Foundation Europa
- www.gnu.org | GNU Project





Did you know that...

- That Free Software has had a 25 year trajectory?
- Extremadura, Andalucía and Valencia are some of the Spanish Autonomous Regions that have opted for using Free Software in the Public Administration?
- Public Administrations from the U.K., Russia and Venezuela are recommending the use of Free Software?
- 7.8% of Spanish companies are using free software Operating systems according to the results of “User report of ICT and E-commerce in Companies” published by the National Statistics Institute?
- 24% of Spanish companies opt for Free Software as an instrument to reduce costs?



IUNIKA
<http://www.iunika.com>