electric imp™

ImpCellular Product Brief

Taking the complexity out of Cellular IoT by making it simple, affordable, and ubiquitous

With well over a million devices on its platform, Electric Imp knows how to help its customers ship and scale their IoT applications; we've now brought our unique architecture to cellular.

Just add power

- Zero configuration, SIM card provisioning or SIM management, you don't even need to pick a cellular carrier. Your device is online and functional within seconds
- No provisioning or activation fees
- Pay only when the product is connected
- Pre-set rate includes secure connectivity and all Electric Imp platform services, including full life-cycle device management and continuous security maintenance

With impCellular, you get to focus one thing only; your business application. We take care of the rest.

impCellular service features

Smart Activation: devices are billed only for months they're online

Smart Select: your device can use T-Mobile, AT&T and Verizon networks, at the same price. Give your customers the coverage they deserve

Smart Pool: all your devices' data allowances are pooled, simplifying plan choice down to one

Smart Throttle: per-device data limits enforced without cutting connectivity, allowing runaway devices to be debugged without a truck roll

Cloud Agents: cloud-hosted VMs deal with both simple and complex data integrations, without burning a byte of cellular data. HTTP, MQTT and AMQP all supported

impSecure: OS and security updates delivered at no extra charge to every device

Of course, with our heritage of delivering secure WiFi and Ethernet connected devices, impCellular devices can also support these protocols meaning your application can use whichever network type is most suitable at a given time.

impCellular hardware

Our initial cellular offerings are provided in a tiny m2 card form factor; this pluggable design simplifies stock management for global products, eases testing demands, and allows customers to move to future cellular standards without needing to change their product designs.

- **impC001** (sampling now): High performance cellular with LTE cat 1 and 3G fallback. External Ethernet PHY and SDIO WiFi/BLE also supported. Available in US, Europe and Australia/NZ variants.
- **impC002** (Q4 2018): Low power cellular with LTE cat M / NB-IoT, available in a single worldwide SKU. Supports external SDIO WiFi/BLE.

Both products include a secure ARM Cortex processor running licensed impOS, generous application workspace, and full industrial temperature range support.

impCellular Modules	
impC001 (sampling now)	**impC002 (Q4 2018)**
• LTE Cat 1, 3G fallback • Support for external Ethernet, WiFi, BLE • Available in US, Europe, and Australia/NZ variants	• LTE Cat M / NB-IoT • Support for external WiFi, BLE • Available in a single worldwide SKU

impCellular Pricing

Quantity	impC001	impC002	Monthly Service
1 to 49	$85.00	$50.00	$3.00
50 to 99	$80.00	$47.50	$3.00
100 to 999	$75.00	$45.00	$2.75
1,000 to 4,999	$70.00	$42.50	$2.50
5,000 to 9,999	$65.00	$40.00	$2.25
10,000 and more	Call Us		

Pricing includes 5MB per device per month, pooled across all devices. Data usage above that is $0.05/MB.

electricimp.com
1 650 383 7143
5150 El Camino Real Ste. C31
Los Altos, CA 94022