Arduino MKR IoT Carrier
Reseller Partners Deck

Arduino MAKER BU

18/02/2021

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Arduino MKR IoT Carrier
Release: 24/02/2021

`Control what you want, how you want to.`

Value Proposition

Why should customers buy this product?

The MKR IoT Carrier gives infinite possibilities for IoT projects.

No soldering required! The integrated sensors, circuits and display leave you free to focus on programming and prototyping your ideas, rather than wiring and troubleshooting.

➔ This product provides with a complete set of sensors and actuators to prototype a big set of IoT applications.

➔ The main benefit of this product is that it allows users to focus in their applications development without the friction of the wiring and HW troubleshooting

INTEGRATED SENSORS AND CIRCUITS - MAKES IoT PROJECTS EASIER THAN EVER

YELLOW

ARDUINO®

MKR IOT CARRIER

Value Proposition Breakdown Version

Customer need / Value proposition	Target	Values
Sense and gather knowledge about different parameters (temperature, light, humidity, etc.) around	**Makers** - building remote controlled tools for their environment (home or office)	**Convenience / Simplicity** All on one board, previously would have involved multiple parts (sensors), wires and soldering. Removes the friction with the wiring and HW prototyping
Build stand-alone projects that they can program and leave somewhere performing different tasks	**Makers** - building remote controlled tools for their environment (home or office)	**Flexibility / Practicality** Saving work locally, easy to power product, (with a battery), battery charger

Arduino MKR IoT Carrier
Features And Benefits

MKR IoT Carrier Features

Map the environment around the carrier using the integrated sensors, easily add more external sensors to capture more data from more sources and sore all the data locally or connect it to the Arduino IoT Cloud* for real-time data capture, storage and visualisation.

*Simply attach any of the MKR family boards to provide the connectivity type of choice (WiFi, BT, GSM, LoRa, NB-IoT) and seamlessly integrate with the Arduino IoT Cloud. All the MKR family boards share a common pinout to easily connect with the MKR IoT Carrier.

– Environmental sensors
Temperature, humidity, pressure, ambient light and RGB light sensors.

– Movement sensors
6 axis IMU (Inertial Measurement Unit), gesture and proximity sensors

– External sensors connectors
Grove connectors: 2 Analog + 1 I2C connectors

– Storing features
Slot for SD card (not included)

MKR IoT Carrier Features

Create a local user interface for your IoT projects by using the different components embedded on the board to create visual and sound alerts.

– OLED Color display
Rounded colour display that supports graphic applications.

– 5 RGB LEDs

– Buzzer

Directly control small-voltage electronic appliances using the on-board relays and the five tactile buttons, with the integrated display providing a handy on-device interface for immediate control.

– 2 Relays

– 5 tactile buttons

MKR IoT Carrier Benefits

Easily create a user interface for your IoT projects

Seamless Connectivity: Simply attach any of the MKR family boards to provide the connectivity type of choice to integrate with the Arduino IoT Cloud
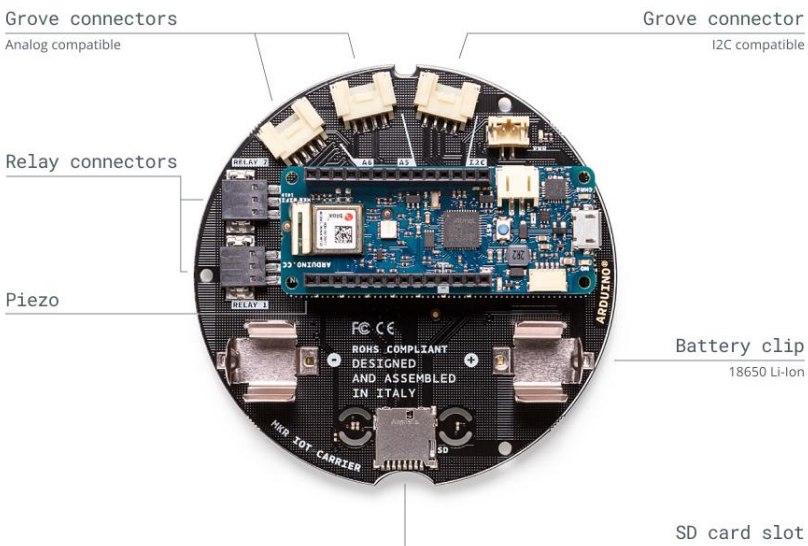
Cable or battery powered for standalone projects:
- Micro-USB cable (not provided)
- 18650 battery - recharges automatically with the micro-USB connector (not provided)

Visual display - Rounded OLED Color Screen

Arduino MKR IoT Carrier overview

Capacitive touch buttons

LCD display
RGB 1,2"

RGB LED

IMU sensor

Temperature &
humidity sensor

Pressure sensor

Light, gesture & proximity sensor

Grove connectors
Analog compatible

Grove connector
I2C compatible

Relay connectors

Piezo

Battery clip
18650 Li-Ion

SD card slot

Arduino MKR IoT Carrier
Pricing And Positioning

Positioning

Mid level - for makers seeking the convenience of having all the sensors, actuators and an interface on the same board for less than €50

Pricing

Price (MSRP)
€48.00 / $57.60

Name: MKR IoT Carrier
Brand: Arduino

Graphic resources:
Download resources on this link

SKU: ABX00047

MSRP: €48.00 / $57.60

Availability: Available to purchase now from the Arduino reseller store

Cross Sell: Bundle with the Arduino MKR WiFi 1010 board (SKU ABX00023)

N.B. also compatible with any of the Arduino MKR boards or the Portenta H7

Arduino
Related Products

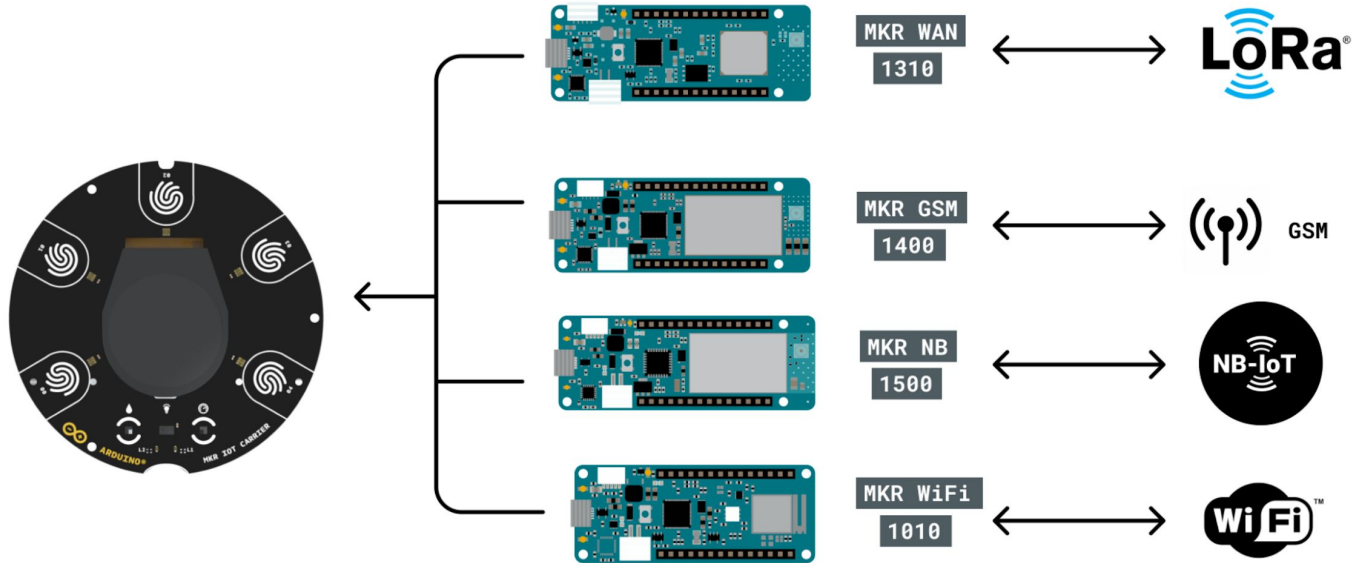**Other products from our portfolio**

Arduino Store - Related Products

Explore IoT Kit

Oplà IoT Kit

Arduino Store - Related Products (choice of connectivity)

That's a wrap
Thank you!

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