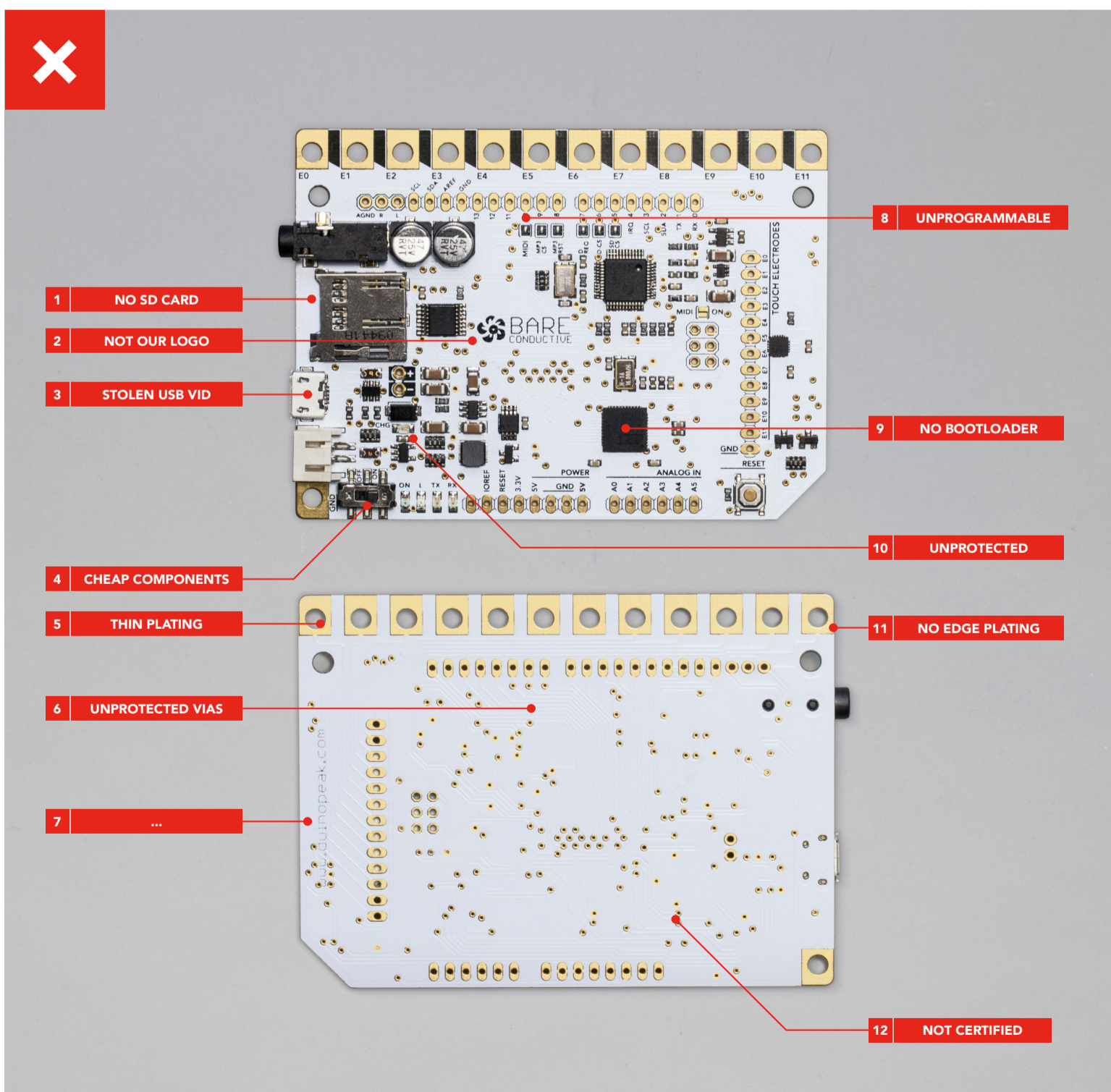
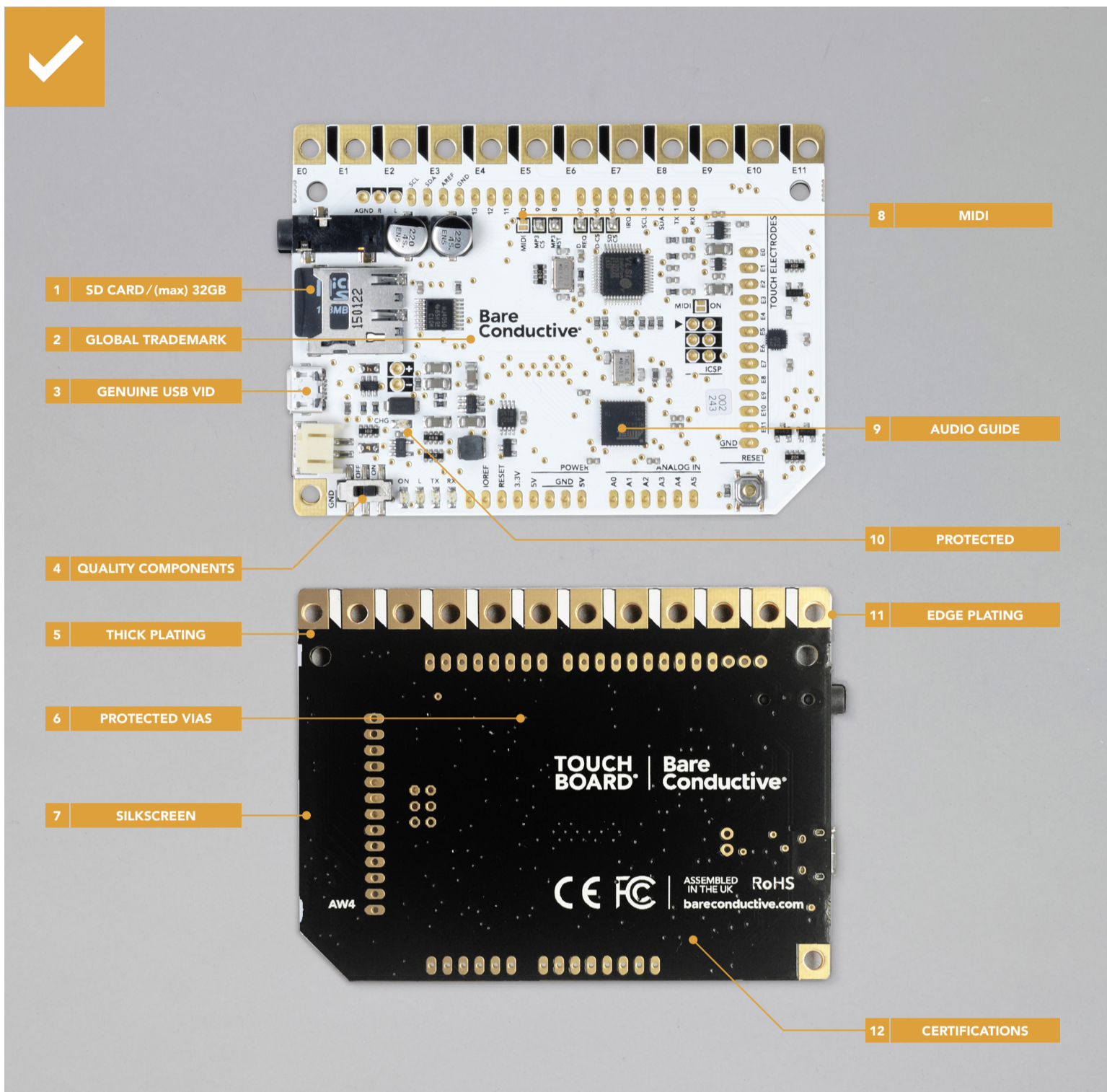
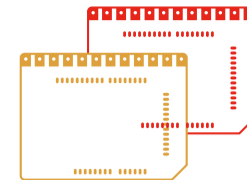


How to spot a clone

The **Touch Board** has been cloned! In the summer of 2015 we found out that our **Touch Board** had been copied by another manufacturer and was being sold under our name. We were a little flattered, but a lot frustrated! The **Touch Board** is proudly **Open Hardware**, but the behaviour of the clone manufacturer does not follow these standards and is an unethical trademark infringement. We work hard to make sure that your **Touch Board** is as useful, reliable and inspiring as it can be, but the clone doesn't meet our exacting standards. Take a look and see what separates a real **Touch Board** from a clone.



1 1 Did you know that you can turn your Touch Board into a 32GB MP3 player? You can. Just get your music onto the microSD card and you're good to go. Want to make an MP3 player with a cloned board? Good luck. First, it doesn't come with a microSD card. Second, a poor quality shifter means your tunes get corrupted and a shoddy audio connector will mean you won't be able to listen for long.

2 2 That's not our logo! The globally trademarked Bare Conductive logo has been used without our permission and altered. Not nice. Not fair. Not legal.

3 3 The Touch Board meets a variety of global standards including using a properly purchased and assigned USB vendor VID. It's not cheap, but it's important. We want your computer to know a genuine Touch Board when it sees one. That way you and your computer know what you're working with, ensuring product safety, reliability and traceability. The clone has stolen our USB VID. Buy a clone and both you and your computer are being deceived. Oh, and we should mention that the incorrect polyfuse that you'll find on the clone could cause damage to your computer's USB port.

4 4 "This clone is cheaper than your Touch Board!" Sure! So are the components, and the construction. Want high quality audio and reliable operation and switches that last? Us too. But you have to pay for it. Quality stuff that is worth paying for costs more.

5 5 Look at all of that gold! It is not just jewellery, the gold serves an important purpose. Gold is the best plating for use on the Touch Board as it resists corrosion and oxidation over time. It ensures no matter how many times you cover it in Electric Paint and wash it, you'll have a working board. The clone uses a much thinner coating, significantly reducing its lifespan.

6 6 Look at all those holes! Those are vias and they are an essential part of the Touch Board's design. We protect them (with a method called tenting) but the cloners didn't bother. Not such a smart move — but quicker to rush out of the door.

7 7 The dark side of the Touch Board isn't so dark. Looks like our graphics were a pain to copy, so the clone manufacturer has left them off. Too bad, as its not just about looking pretty. A beautiful and thoughtful product is going to inspire and delight the user. A cheap knockoff won't.

8 8 You can easily make the Touch Board into an MP3 player, a USB MIDI controller or even a MIDI instrument. All you have to do is reprogram the board and make two small links. Your clone will arrive with our solder links incorrectly configured, stopping the board from functioning as intended and making our instructions useless.

9 9 The Touch Board comes preprogrammed with our Audio Guide. Cool! The clone comes without a bootloader, so you can't even program it through the Arduino IDE. Not cool, not fun, not useful.

10 10 We carefully designed the USB input and LiPo battery charging circuits to be correctly protected and to protect whatever you connect the Touch Board to — including your expensive computer! The clone artists chose cheaper counterfeit chips and simplified the protection circuit — to the point where it doesn't protect you anymore. Not that they'll be around when it all goes wrong.

11 11 Ever notice how our gold plating goes all the way around the edge of the board? Cool trick or useful invention? Both! Edge plating makes it easy to apply Electric Paint right up to the side of the Touch Board. The clone doesn't have this, so connecting it to it will be more difficult and less reliable.

12 12 What do these funny symbols mean? They are literally a mark of quality. They demonstrate that we've passed required CE and FCC testing. That way you can be sure that our Touch Board is safe to use. That's important. Electrical interference is serious consideration when designing devices. The clone uses lower quality capacitors and generally lower quality components meaning that there is more electrical noise conducted and radiated from the board. The clone wouldn't pass CE or FCC certification and has a much higher likelihood of it interfering with other equipment you own.