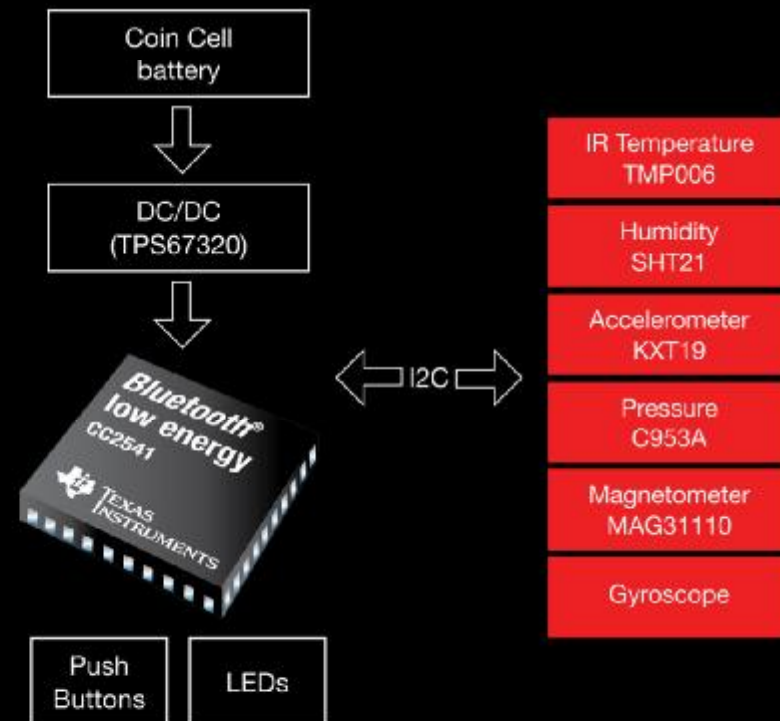


Bluetooth® low energy Sensor Tag



Multi-sensor apps development kit for Android and iOS.



Bluetooth LE Apps development kit

- Miniature Coin cell sensor board
- Phone adapter for Apple/Android
- Including App framework for App developers



Android

μUSB
adapter

Apple

iPhone
adapter



Bluetooth Smart Devices

Powered by TI's CC254x Bluetooth Low Energy Solutions



Murata – Bluetooth Smart Medical devices



All using CC2540 !!!

- yes, even the robot bike being controlled by BLE powered remote



Polar– Bluetooth Smart Heart Rate Strap



ZOMM – Bluetooth Smart (BLE) Proximity Tags



ZOMM – Bluetooth Smart (BLE) Proximity Tags

Tag. You're it.

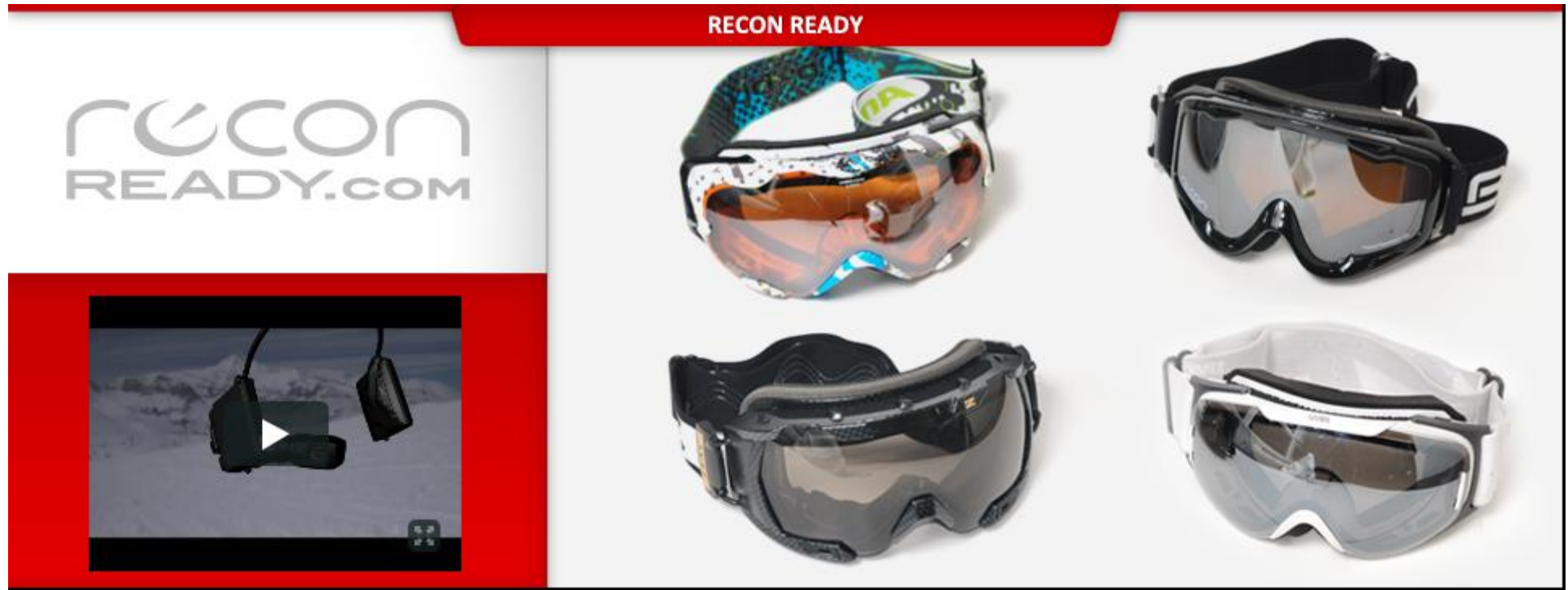
Tags by ZOMM are small, coin-sized devices that work with the Lifestyle Connect and the myZOMM App to help you keep track of the things you care about. Place them in your car, on your luggage, or in other valuables so you know if they are misplaced or left behind.



ZOMM – Bluetooth Smart (BLE) Proximity Tags



RECON– Bluetooth Smart (BLE) Ski Goggles



 **TEXAS
INSTRUMENTS**

 **TEXAS
INSTRUMENTS**

RECON– Bluetooth Smart (BLE) Ski Goggles



Blast – Bluetooth Smart (BLE) Golf club



COLD CAP



HOT CAP



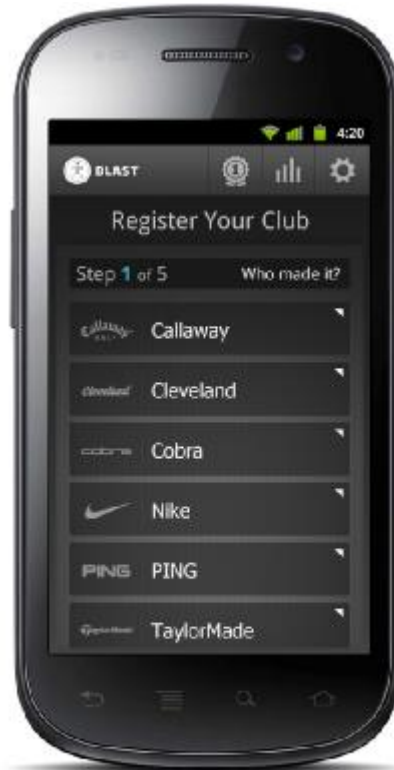
COLLET



 **TEXAS
INSTRUMENTS**

 **TEXAS
INSTRUMENTS**

Blast – Bluetooth Smart (BLE) Golf club



Schneider– Bluetooth Smart (BLE) Tag / Pen

Bluetooth low energy In a pen..

Trouble-free alternative to keys, cards and passwords from Schneider
Wearable Technologies



Salutron – Bluetooth Smart (BLE) Heart Rate



FlexMedical– Bluetooth Smart (BLE) Thermometer



 **TEXAS
INSTRUMENTS**

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INSTRUMENTS**

BlueRadios – Bluetooth Smart (BLE) Module

- TI CC2540 used to create small form factor SMT *Bluetooth* Low Energy (BLE) module with integrated antenna and RF shield.
- Includes protocols, profiles, application stack, and ease of use interface commands enabling user full configuration. Over-the-Air firmware updates.
- Same module available with TI dual mode CC2564 Smart Ready technology
- **Blue**Radios can provide custom firmware or load clients provided application specific code in various certified module platforms.



BlueRadios – Bluetooth Smart (BLE) Sensor Bug

8 different sensor application modes in one device:

- Remote Control / Panic Alarm

- Pedometer

- Proximity & out of range detection

- Acceleration, shock, and motion detection $\pm 2g$, 12 bit

- Water detection 16-bit ADC

- Light sensing 0 – 5000 LUX

- Temperature sensor -40°C to $+85^{\circ}\text{C}$ ($\pm 0.5^{\circ}\text{C}$)

2-button control, and LED status, CR2032 coin battery included

Code space for client apps. (130kB Flash / 50kB w/parser, 2.5kB RAM)



Bluetooth Smart Devices

Not powered by TI CC254x



Casio – Bluetooth Smart Watch



Watch is based on Nordic.

We are working with Casio to win DIN on CC254x based devices in 2012.



Focus on low power RF & MCU
Winter 应用工程师

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