



TI France Innovation Day

“Welcome to a radio enabled World!”

- La RF au service de l’Homme et de son environnement -

Laurent Gaii-Miniet

General Manager – Low Power RF BU

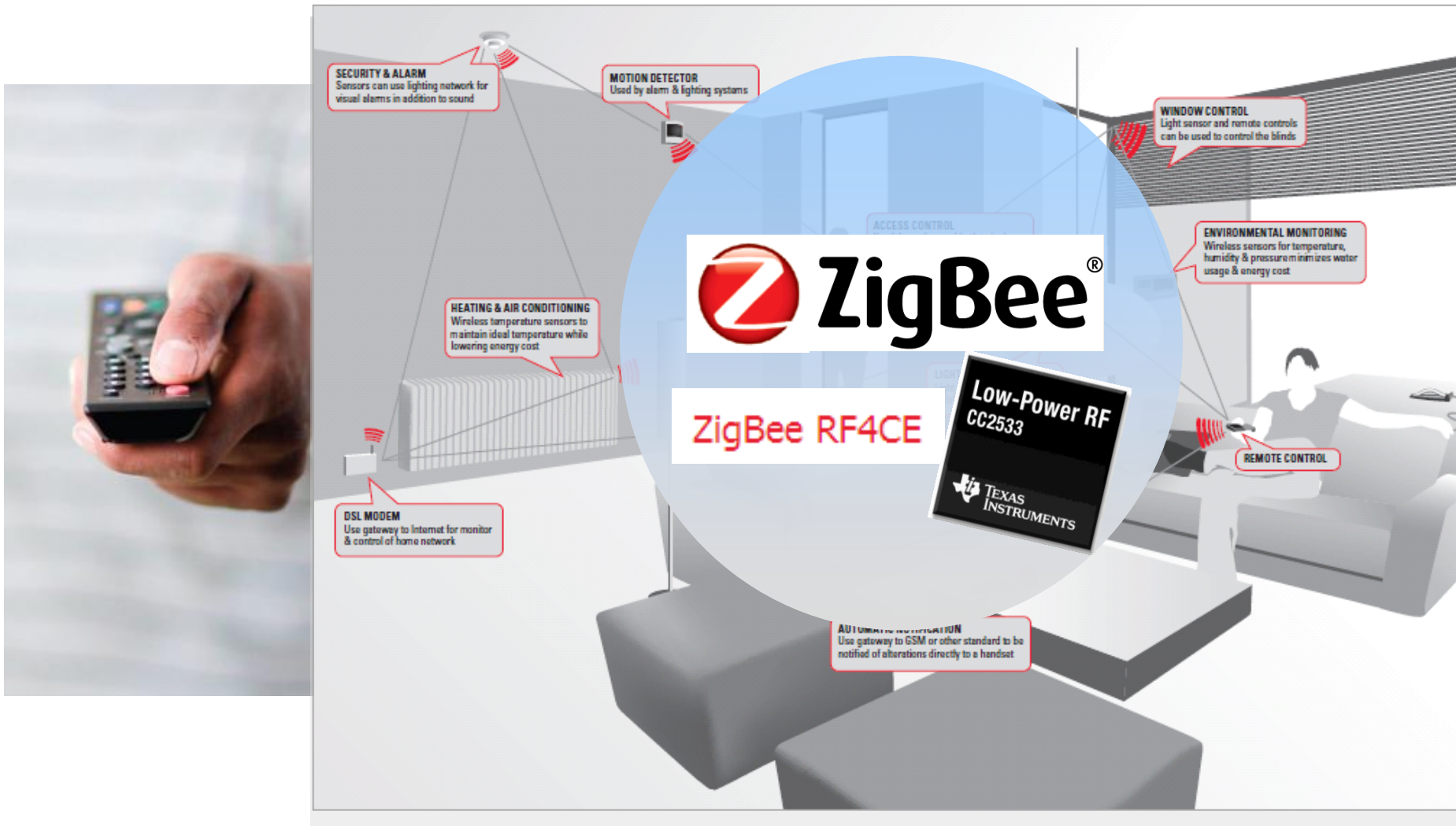
Imagine . . .



. . . at home



A single device to control entertainment and home applications

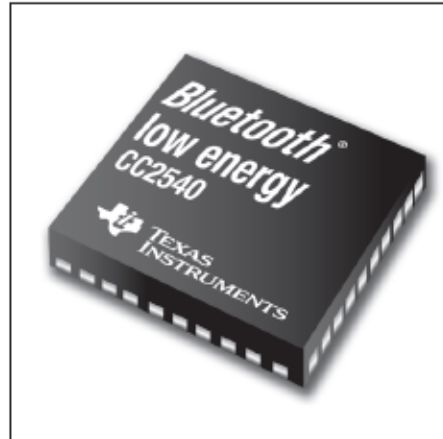
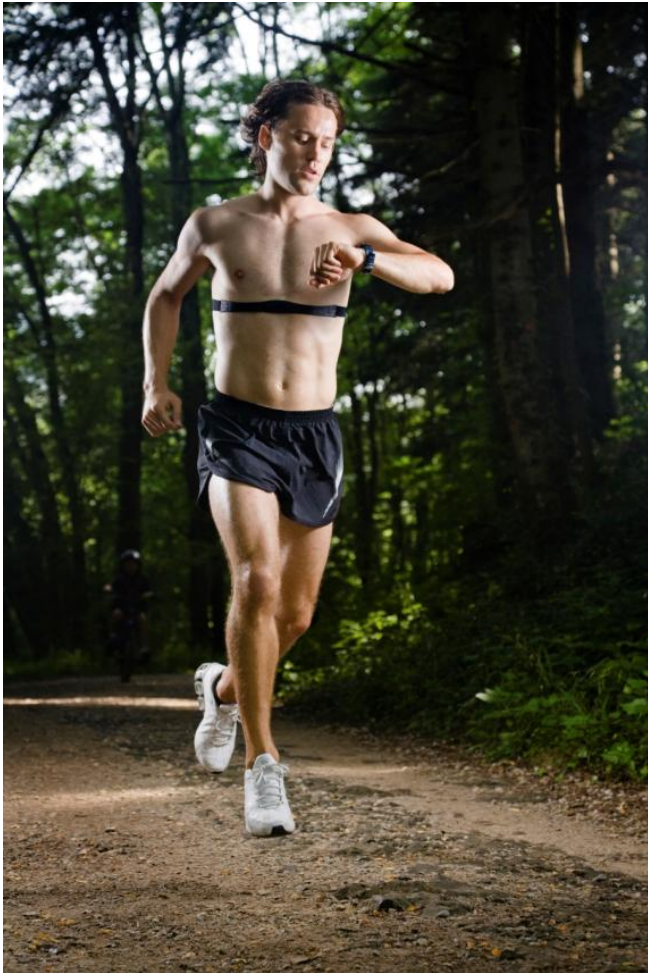


Exercising . . .

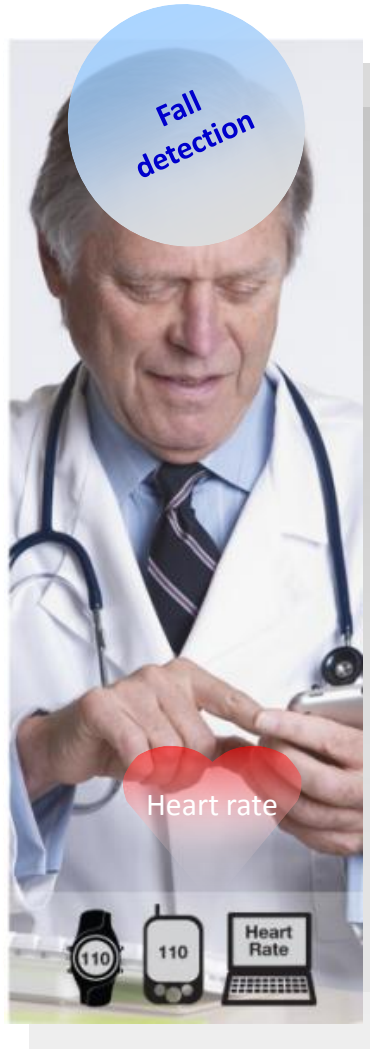


. . . phone rings!

The phone is in your back pocket . . .



Remote health monitoring . . .



 **ZigBee®**



38,1°



Real time monitoring



In the office . . .



Remote controlled, dimmable light bulbs

Philips Electronics Easy Scene

- Dim or turn lights on or off anywhere in your house – without leaving your couch
- No line-of-sight connection required
- Energy-saving remote control and compact fluorescent lamps, each with a life expectancy of up to 7 years.
- TI radio frequency system-on-chip technology lets users adjust the light levels of up to 100 bulbs through pre-programmed settings.





“We make RF easy... we connect the world”

Wireless Connectivity DNA's



Radio Performance
Making RF easy
Low Power

Wireless Connectivity Focus

Low Power RF

Emerging
Connectivity

Mobile
Connectivity

Technologies



Applications



TI 's Wireless Connectivity Portfolio

Sub 1GHz	2.4GHz				5GHz
Wireless-MBus, KNX-RF EnOcean, 6LoWPAN 802.15.4g Proprietary	PurePath® W/I Audio Proprietary	ZigBee PRO & IP 6LoWPAN 802.15.4 RF4CE	Bluetooth® BT Low Energy ANT	WiFi 802.11 a/b/g/n + Bluetooth® + FM	GPS + Bluetooth® + FM

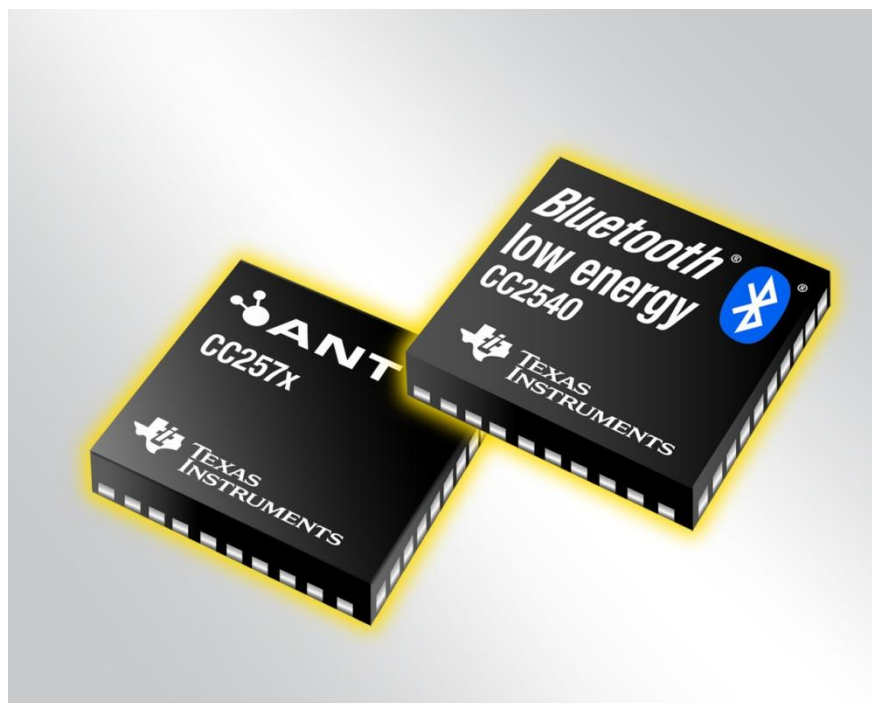
Applications					
Metering Home automation ESL Alarm & security	Wireless headphones Gaming headsets Wireless speakers, keyboards, mice Gaming	Smart Metering Wireless sensor networks Remote Control RF4CE	Mobile accessories Gaming controllers Consumer medical, health & fitness	Smartphones Portable media players Portable Data Terminals e-Books Camera	Navigation Asset tracking Remote clocking

Products					
CC1101/10 CC430 CC1120/25	CC8520 CC2500 CC2510/11	CC2520 CC2530/31 CC2533	CC2560/67 CC2540/41 CC2570/71	WL127x WL128x	NL55xx

 PaLFI Dev Kit	 2x EVM+Antenna MSP430 based	 RF4CE/ ZigBee Kits	 MSP430+ CC2560 Platform	OMAP3 EVM	
---	--	---	--	--------------	---

Latest released LPRF products

- **CC2540 *Bluetooth* low energy single-mode SoC**
- **CC257x ANT sensor network processor**



First complete *Bluetooth* low energy solution including system-on-chip hardware and protocol stack software to be available in volume production

Highest integrated ANT network processor CC2570 (single-channel) and CC2571 (8-channel) sampling now with volume production in December 2010

www.ti.com/cc2540cc2570

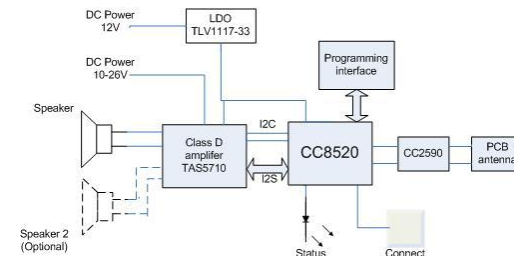
TI advances *Bluetooth*® low energy and ANT™ technologies

- ◆ TI extends its lead in wireless connectivity with industry's first complete *Bluetooth*® low energy solution and highest integrated ANT™ network processor.
- ◆ Ultra-low power, short-range wireless for consumer medical, mobile accessories, sports and wellness applications.
- ◆ CC2540 single-mode *Bluetooth*® low energy system-on-chip and CC257x ANT™ network processor (CC257x) can enable target applications to operate on a coin cell for more than a year.
- ◆ Together with WiLink6.0 and 7.0, TI provides fully tested, robust ecosystems for both sensor applications and mobile handheld peripherals.



PurePath™ Wireless audio

CC8520 2.4 GHz System-on-Chip



Features

- Uncompressed wireless audio streaming with no extra MCU needed
- 5Mbps data rate and embedded RF protocol with interleaving, interpolation, forward error correction and retransmissions
- Adaptive frequency hopping and good RF selectivity
- Easy-to-use PurePath Wireless Configuration tool and reference designs
- Supports a wide variety of audio IC's with I2S interface: Codecs, ADCs, DACs, class D amps
- 6x6mm QFN package and 50mW powerconsumption for audio receiver

Benefits

- Well suited for wireless HiFi equipment
- No unwanted noise during audio streaming, even under difficult RF conditions
- Documented coexistence properties with 2.4GHz interferers such as Wifi b/g/n, Bluetooth and proprietary systems
- Instant wireless audio solution without any software development required
- "One-stop-shop" wireless audio solution from TI
- Ideal for small headphones with long battery life



Perfect Sound. Wireless.

TI's PurePath™ Wireless audio solution.



- ◆ Uncompressed CD-quality audio with error-free, lossless audio transmission
- ◆ No software development required
- ◆ Rock solid, 2.4-GHz RF link, 16-bit 44.1/48kHz
- ◆ Excellent coexistence with *Bluetooth*®, WLAN and other 2.4-GHz devices



TI Connectivity Solutions

TI Solutions

- > 10 years delivering connectivity solutions to market
- Multiple generations of proven solutions
 - Bluetooth® – 7th generation
 - GPS – 6th generation
 - WLAN – 7th generation
 - <1GHz – 3rd generation
 - ZigBee – 2nd generation
 - RF4CE – 2nd generation
 - BLE – market Introduction
- Shipped more than:
 - 850 Million connectivity solutions shipped
 - 200 Million WiFi
 - 250 Million Bluetooth
 - 200 Million GPS
 - 350 Million Low Power RF devices shipped

End Products



Mobile Phones & Portable Devices



Human Interface Devices & Peripherals



Industrial, Security & Automation





TI France Innovation Day

Thank-you!

<http://www.ti.com/lprf>