AFFORDABLE AND RELIABLE CC3301 SIMPLELINK™ WI-FI 6 AND BLUETOOTH LE COMPANION ICs

New Product Update

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Agenda

- Design challenges for Wi-Fi connectivity
- Overview of CC330x Wi-Fi 6 family
  - Device Introduction
  - Example applications
  - Easily attach to host running Linux or RTOS
- How to get started

Please feel free to “chat” Andres Blanco (Applications Manager) who is available to answer any questions you have throughout this presentation.

Top trends driving connectivity

More data points enable insights to drive better decisions

As more nodes connect, they need to work everywhere in any environment

Future-proof compliance for standards, and the flexibility to scale across platforms

Creating new possibilities with TI connectivity

Affordable and reliable wireless and wired technologies

Breadth of TI portfolio to match industry standards

Comprehensive features are driving innovation in more applications

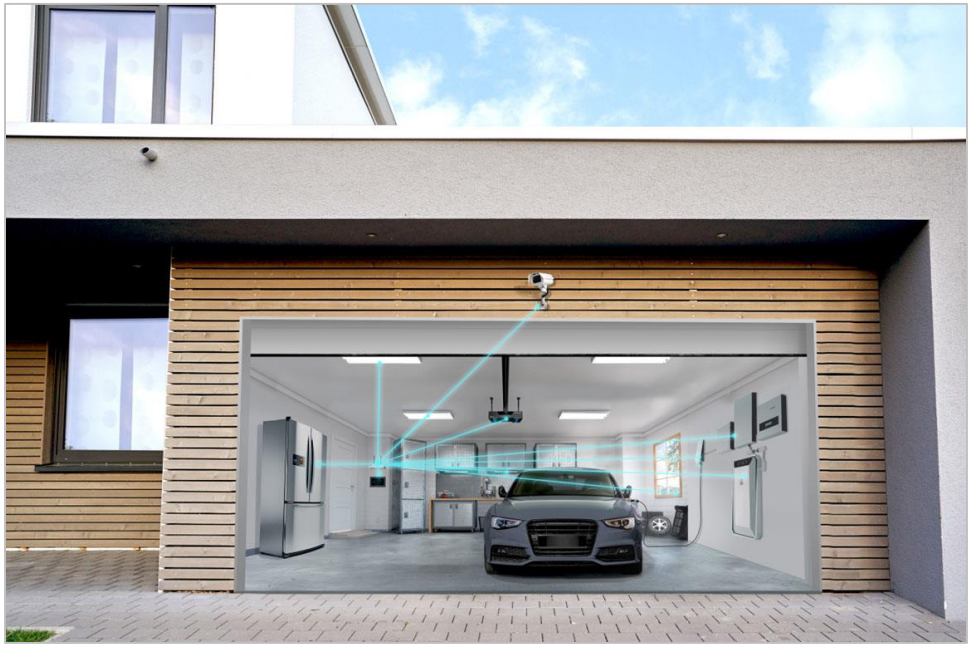
Growing design challenges for Wi-Fi connectivity

Challenges with designing Wi-Fi in high-density environments

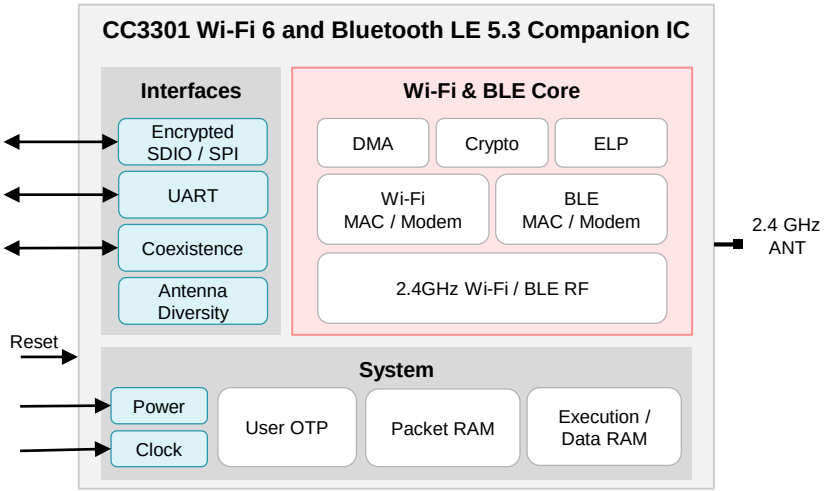
- Consistent RF performance and reliable connection
- Cost-effective implementation
- Security
- Certification process
- Ease of design for various architectures
- Co-existence with other wireless technologies

New SimpleLink™ Wi-Fi family enables efficient IoT connections in any environment

- Robust Wi-Fi performance at an affordable price starting at $1.60/1ku
- Supporting the latest connectivity standards (Wi-Fi 6 and *Bluetooth*® Low Energy 5.3)
- Easily attach to any MCU or processor



Introducing the CC3300 and CC3301 companion ICs



Part Number	2.4GHz WLAN SISO (Wi-Fi 6)	Bluetooth Low Energy 5.3
CC3300	✓	
CC3301	✓	✓

Greater network efficiency and stable connection across more than 230 access points, and at -40ºC to 105ºC

Proven security including WPA3 cryptographic technologies, firmware authentication

Design flexibility to easily attach to TI and other companies' MCUs and processors

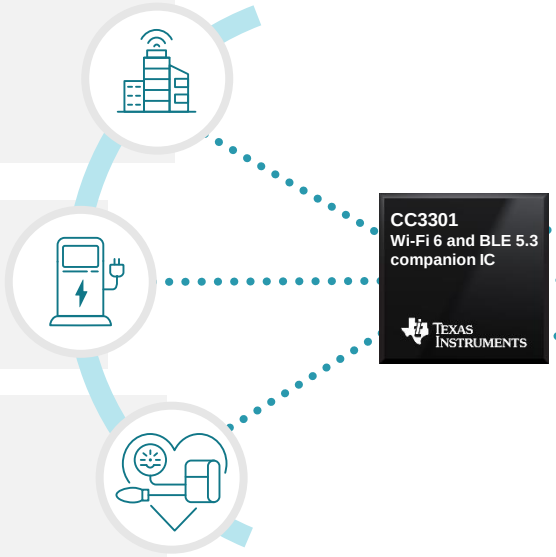
Texas Instruments

Using Wi-Fi technology in IoT applications

BUILDING AUTOMATION
- Building security
- HVAC systems
- Fire safety systems

GRID INFRASTRUCTURE
- Smart meters
- Solar & renewable energy
- EV charging stations

MEDICAL
- Patient monitoring & diagnostics
- Medical equipment



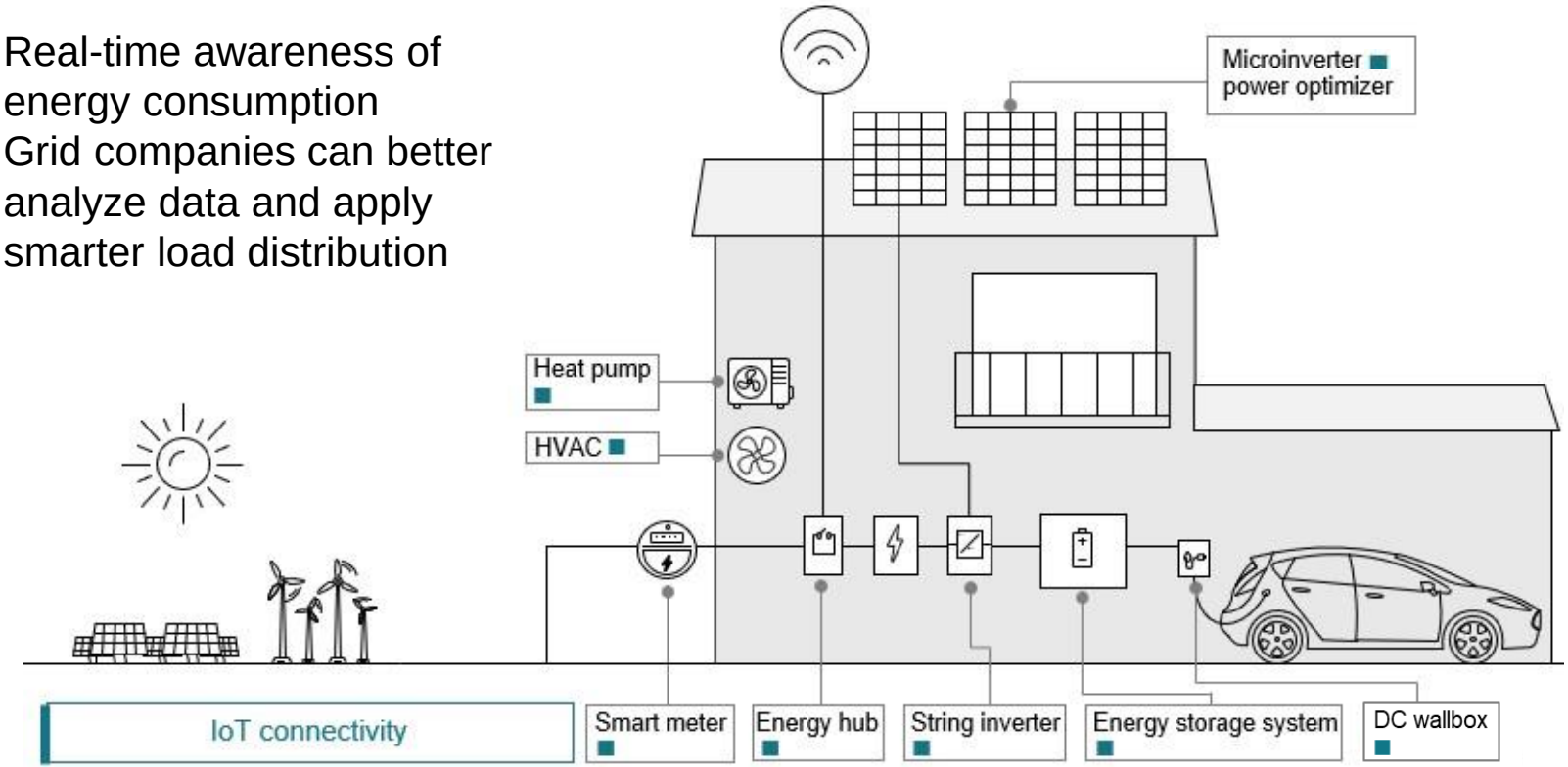
APPLIANCES
- Small home appliances
- Service robots
- Major appliances (washers, etc.)

PERSONAL ELECTRONICS
- Printers
- Portable electronics

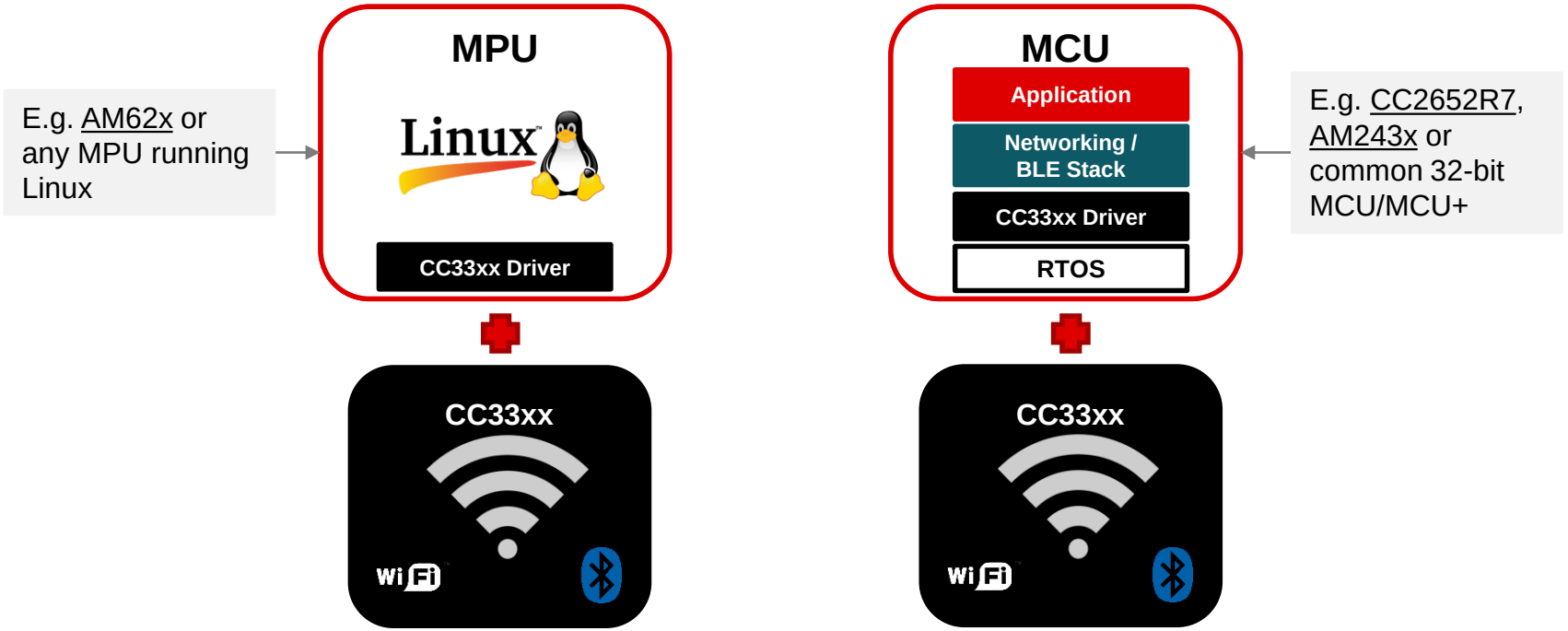
GAMING, POINT-OF-SALE
- Gaming controllers
- Electronic point-of-sale
- Educational toys

Smarter energy management with Wi-Fi

- Real-time awareness of energy consumption
- Grid companies can better analyze data and apply smarter load distribution



A solution for each IoT end node



Designers can get started today with CC33xx

- Samples available for CC3300 and CC3301 upon request
- Volume production expected in the fourth quarter of 2023
- The new BP-C3301 evaluation board available for US$39

- TI continues to grow its portfolio of SimpleLink™ wireless MCUs, certified modules and companion ICs
- Proven and tested SimpleLink software development kit (SDK)
- TI Developer Zone: suite of development tools, software, training and TI E2E™ support to meet your requirements

For more details, visit: TI.com/wifi

Getting started

You can start evaluating this device leveraging the following:

Content type	Content title	Link to content or more details
Product folder	CC3301 CC3300	https://www.ti.com/product/CC3301 https://www.ti.com/product/CC3300
Technical blog content	How little-known capabilities of Wi-Fi® 6 help connect IoT devices with confidence	https://e2e.ti.com/blogs_/b/process/posts/how-little-known-capabilities-of-wifi-6-help-connect-iot-devices-with-confidence
Software drivers and design tools	CC33XX-LINUX CC33XX-RTOS	https://www.ti.com/licreg/docs/swlicexportcontrol.tsp?form_id=338887&prod_no=CC33XX-DESIGN&ref_url=epd_connect_wcs_CC3301
Development tool or evaluation kit	BP-CC3301	https://www.ti.com/tool/BP-CC3301

Visit www.ti.com/npu

For more information on the New Product Update series, calendar and archived recordings

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