

Technical Article

VIDEO: This Is Connect! Check Out TI's Newest Video Series with Hands-on Demos, SimpleLink™ Tech and Much More...



Nick Smith

Hi. I'm Nick. Welcome to [Connect](#), TI's video series covering all things connectivity. We have brought in experts to talk about the latest industry trends and [TI's SimpleLink technology](#), hands-on demos, new product previews, training and more. The series can be found on [TI.com's training portal](#) or on [YouTube](#), of course. Innovation starts here!

[VIDEO: Connect: Why SimpleLink?](#)

Join us for a tour of the [SimpleLink Platform](#), made by developers for developers with special considerations for IoT connected applications. It consists of 3 parts:

1. **Hardware:** featuring SoC Arm® Cortex MCUs and radios to support the broadest range of connectivity stacks : <http://www.ti.com/wireless-connectivity/simplelink-solutions/products.html>
2. **Software:** Common SDK that all SimpleLink hardware is developed, enabling 100% code portability between devices: <http://www.ti.com/wireless-connectivity/simplelink-solutions/overview/software.html>
3. **Development Tools:** Cloud tools, SimpleLink Academy on-demand training, LaunchPad ecosystem: <http://www.ti.com/wireless-connectivity/simplelink-solutions/overview/development-tools.html>

[Subscribe to Connect](#), and learn more about the [SimpleLink MCU Platform](#). You can also Tweet me [@sensortocloud](#) with future topic ideas!

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