News Release

Jump-start *Bluetooth*® low energy smartphone app development in minutes with TI's SensorTag kit

Simplified design with free, downloadable SensorTag App and sample applications requiring no hardware or embedded software development

DALLAS (Nov. 1, 2012) – Texas Instruments Incorporated (TI) (NASDAQ: TXN), leading the industry with the most complete wireless connectivity portfolio for embedded applications, today announced the availability of its *Bluetooth*® low energy SensorTag kit. With a downloadable SensorTag App, sample applications, and no required hardware or software expertise, the kit removes the barriers to entry for smartphone app developers who want to take advantage of the growing number of *Bluetooth* low energy-enabled smartphones and tablets. TI has integrated six sensors in the kit to enable countless applications such as health and fitness, educational tools, toys and remote controls, and mobile phone accessories that can be controlled by a consumer's smartphone, tablet or laptop. For more information visit: www.ti.com/sensortag-pr.

Development is quick and simple. Developers unpack the SensorTag, download the free app to a smartphone, select a sample application, and demo an app in minutes using the SensorTag's sensors. This gives developers a viable starting point to making a smartphone "appcessory" prototype quickly using the CC2541 *Bluetooth* low energy system-on-chip (SoC). The CC2541 is supported by TI's royalty-free BLE-Stack™ software, technical documents, reference designs and the TI E2E™ connectivity support community. An appcessory is a gadget that uses smartphone apps for control and monitoring. See the SensorTag and appcessory examples in action in this SensorTag video.

"For manufacturers, *Bluetooth* low energy enables a very simple and efficient way of connecting their application to the cloud through a smartphone, tablet or laptop. The SensorTag kit allows manufacturers to quickly and easily evaluate the benefits of adding *Bluetooth* low energy to their device or build new applications," said Oyvind Birkenes, general manager, Wireless Connectivity Solutions, TI.

SensorTag kit and app details

The SensorTag kit is currently aimed at iOS-based applications. The iOS SensorTag App used in the evaluation process can be downloaded for free here. TI plans to provide SensorTag Apps and support for Android and Windows 8 as more *Bluetooth* low energy-enabled devices roll-out.

The SensorTag integrates six MEMS sensors from third parties including InvenSense (gyroscope), Kionix (accelerometer), Sensirion (humidity and temperature), TDK (barometer) as well as a magnetometer and TI's IR temperature sensor (TMP006). Additionally, several application developers have used the SensorTag to already deliver appcessories to market including Ace Sensors, Inc. and Byte Works, Inc.

The CC2541-based SensorTag kit complements TI's *Bluetooth* offering as TI's dual-mode *Bluetooth* solutions including the CC2564 *Bluetooth* v4.0 dual-mode QFN device, BlueLink™ 7.0, WiLink™ 6.0, WiLink 7.0, and WiLink 8.0 solutions.

Availability and price
The SensorTag kit (CC2541DK-SENSOR) costs $25 and is available now on the TI eStore and from authorized distributors. The SensorTag will be demonstrated at electronica 2012 in Messe Munchen, Munich, Germany, in the TI booth 420 in Hall A4.

Supporting quotes from sensor providers and app developers
Dr. Jiwei Wang, CEO Ace Sensor, Inc.:
"In the next few years, sensors around us will be indispensable for our health, safety and comfort. At Ace Sensor, we think *Bluetooth* low energy is the key enabling technology for connected sensors. TI's CC254x chips provide the most complete development environment as well as a vibrant support community which allow us to develop our smart health monitoring solutions and bring them to market in the shortest time frame."

Mike Westerfield, president, Byte Works, Inc.:
The TI SensorTag is the perfect platform for both EE and software engineers to explore *Bluetooth* low energy. Our company specializes in custom and off-the-shelf technical software. We were able to quickly access the six sensors in TI's *Bluetooth* low energy SensorTag, putting three of them to use to record the flight of a model rocket--a perfect application for education!"

Paul Bryan, EVP of strategy and product management, Kionix:
"Kionix is pleased to be included in the new TI SensorTag development kit. The CC2541 is the most advanced *Bluetooth* low energy device on the market and, combined with Kionix' low power accelerometers, allows developers to create new high performance products and applications that are more energy efficient than ever before. The SensorTag development kit will help unlock the creativity of designers and speed the development of many different sensor-based products."

Vincent Hess, product manager, Sensirion:
"Sensirion's integrated relative humidity and temperature sensor on TI's *Bluetooth* low energy SensorTag is a perfect contribution to meet the customer needs for personal health, a comfortable environment and energy efficiency. TI and Sensirion are enabling a wide range of applications such as in consumer products and gadgets, smart home applications, logistics and industrial solutions. The easy integration with TI products via digital I2C interface, the low power consumption and small size makes it a perfect match to TI *Bluetooth* technologies."

Armin Schober, VP of the MEMS business unit, TDK:
"We are pleased to contribute our EPCOS T5400 digital pressure sensor to TI's *Bluetooth* low energy SensorTag. The T5400 is the smallest digital barometric pressure sensor on the market, and we developed it specifically for the needs of mobile devices and their accessories. The T5400 enriches apps in the fitness and outdoor domain, for example, heart rate monitors, running shoes or bicycle computers combined with an altimeter to track altitude changes. T5400 also improves indoor navigation without an available GPS signal."

Jason Cole, sensing product line manager, TI:
"The inclusion of the TMP006, contactless IR temperature sensor, in the SensorTag kit enables customers to create innovative temperature measurement applications previously not possible in consumer applications. Pairing the TMP006 with the CC2541, a cutting-edge *Bluetooth* low energy SoC, showcases two extremely power efficient devices that are critical to battery-powered end-equipment."

Find out more about TI's wireless connectivity solutions
- TI's SensorTag wiki: http://www.ti.com/SensorTag-wiki
- SensorTag App on iTunes: http://itunes.apple.com/us/app/ti-ble-sensortag/id552918064?mt=8
- TI's SensorTag video: www.ti.com/sensortag-pr-v
- TI's *Bluetooth* low energy solutions: www.ti.com/*Bluetooth*lowenergy
- TI's *Bluetooth* low energy wiki: www.ti.com/blewiki
- TI's wireless connectivity solutions: www.ti.com/wirelessconnectivity
- TI E2E wireless connectivity support community: www.ti.com/wicon-forum
- TI's wireless connectivity eNewsletter: www.ti.com/wcsnewsletter

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