

Accelerate product expansion and maximize software investment with the new SimpleLink™ MCU platform



Announcement quote sheet



“Arrayent and Texas Instruments have been collaborating to bring IoT products to market since 2005. We’re pleased to extend our relationship to support the low-power SimpleLink™ Wi-Fi® CC3220 wireless MCU,” said Cyril Brignone, CEO Arrayent. “The CC3220 device will enable our mutual customers to realize device application firmware and secure cloud communication on a single chip. By connecting the CC3220 solution to Arrayent’s Cloud Services, customers will realize product interoperability within key ecosystems like Amazon Alexa, Google Home, Nest, IFTTT and more. We believe interoperability will be the key to creating compelling consumer experiences that will drive market growth.”



“We have always highly recommended SimpleLink Wi-Fi CC3200 wireless MCUs to our customers and used them for both prototyping and production purposes,” said Andrew Kokhanovskyi, chief technology officer of Cybervision. “Security is one of the most sensitive topics for our customers, which is why it is great that the new CC3220 solution makes integration with the Kaa IoT platform even more secure. The Hardware Crypto Engine provides very fast data encryption and supports numerous standard algorithms. Secure sockets allow for a secure IP connection and, overall, the security benchmark was significantly raised by the CC3220 device.”



“Exosite places a strong emphasis on security in our IoT platform,” said Jim Caraccio, director of channel sales, Exosite. “Our customers will welcome the new security features offered by the SimpleLink Wi-Fi CC3220 wireless MCU and the SimpleLink SDK.”



“We have a long relationship working successfully with TI and their SimpleLink MCU products,” said Lotta Frimanson, product manager, IAR Systems. “The SimpleLink SDK is integrated with our complete C/C++ compiler and debugger tool chain, IAR Embedded Workbench, offering a high-quality embedded software solution to accelerate our customers’ development cycle.”



“Together TI and IBM are revolutionizing the speed of IoT development. With direct connectivity out of the box, IoT developers and designers can immediately explore sensor data from the TI SimpleLink Wi-Fi CC3220 LaunchPad™ development kit in IBM Watson IoT Platform applications,” said Neil Postlethwaite, director, offering management, IBM Watson IoT. “New Watson analytic insights can open real-world IoT opportunities; driving innovation in industries such as industrial manufacturing, automotive and building automation. IBM Watson IoT platform and TI offer the building blocks to bring your next IoT concept to reality in days rather than months.”



www.segger.com

“TI and SEGGER maintain a growing partnership for years now in a quest to simplify the life of developers,” said Alex Gruener, CTO, SEGGER. “TI’s SimpleLink MCU Platform is another big step to simplify development work for their customers. This is complemented by the integration of our debug probe J-Link with Code Composer Studio™ IDE. It simply works, as does our flash programming offering Flasher ARM, and Flasher Portable.”



www.xively.com

“As the global adoption of connected products continues to accelerate, a strong vendor ecosystem has become a key pillar of the IoT industry,” said Mario Finocchiaro, Vice President of Business Development at LogMeIn. “Working with TI, we’ve helped a number of customers from a variety of industries move their IoT initiatives forward quickly and successfully. With the release of TI’s SimpleLink Wi-Fi CC3220 device and their broad portfolio of wired and wireless MCUs, the development of connected products will now be that much easier, cost-efficient and secure.”



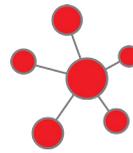
www.temboo.com

“We are thrilled that Temboo’s software toolkit now supports the SimpleLink Wi-Fi CC3220 wireless MCU along with the new SimpleLink MCU platform SDK,” said Vaughn Shinall, head of product outreach, Temboo. “The CC3220 solution’s low power and high security features make it an excellent choice for our customers—all types of engineers working in industries from clean energy and factories to farming and lab research. By providing an excellent end-to-end developer experience, TI and Temboo are enabling any type of organization to save valuable resources and streamline their work by implementing Internet of Things solutions.”

SimpleLink™

MCU Platform

One environment.
Unlimited potential.



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