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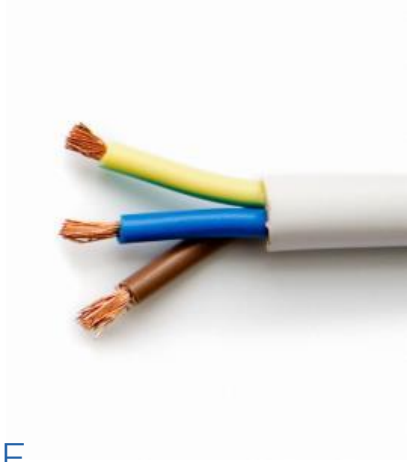


Design for Success:

Simplifying Bluetooth® Smart development with Serial-to-BLE

Today's presenters

Chris Hofmeister
Senior Software Engineer

Ryan Erickson
RF Products Engineer

Topics for Today

- What is SaBLE-x™?
- What is Serial-to-BLE and LSR's Developer Tool Suite?
- Understanding the API structure of Serial-to-BLE
- Exploring the PC Host and Script Tools in DTS
- Integration Example: TI MSP430™ as host
- Live Q&A

What is SaBLE-x?

NEW

SaBLE-x™ certified Bluetooth® Smart Module

Features the new **SimpleLink™ Bluetooth Smart CC2640** Wireless MCU

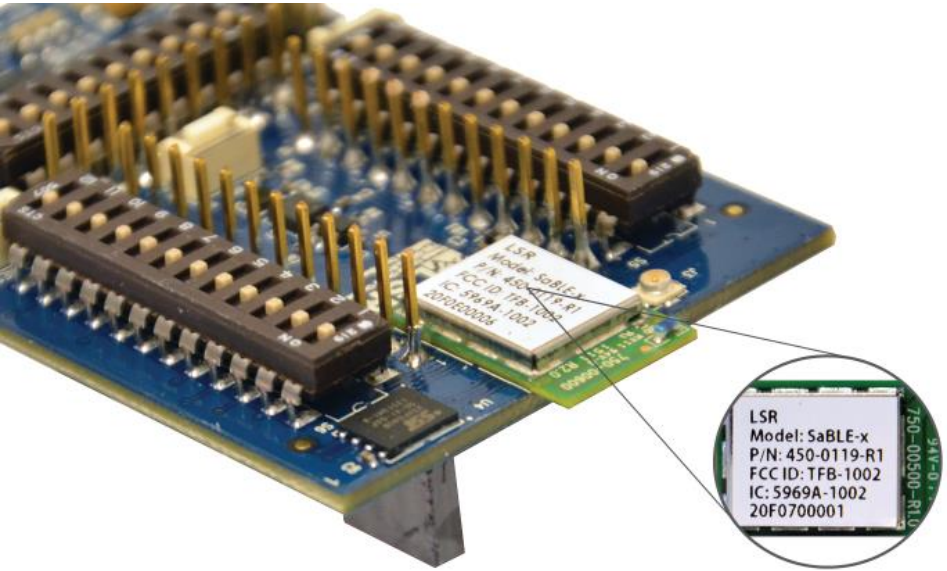
Over **2x Range improvement** at nearly **1/3 the average power** vs. current BLE module

Comes in 2 Antenna configurations: **On-Module Trace** or **External Antenna**

Unmatched **breadth of country certifications** and certified antenna options

Bluetooth **SIG Qualified** (QDID #66911)

SaBLE-x Kits get your BLE development started fast



1 SaBLE-x Development Kit [Item # 450-0141]
- Contains: 2 SaBLE-x Dev Boards + Arduino and TI style adapter boards for host MCU
- Use 1 Dev Board as Central, 1 as Peripheral

2 SaBLE-x Evaluation Kit [Item # 450-0150]
- Contains: 1 SaBLE-x Dev Board w/ PCB Trace
- Evaluate with free ModuleLink iOS/Android app

3 SaBLE-x Eval Kit + Antennas [Item # 450-0151]
- Contains: 1 SaBLE-x Dev Board with U.FL, 1 Dipole antenna, and 1 FlexPIFA™ antenna
- Evaluate with free ModuleLink iOS/Android app

Maximize the development power of your Kit with…

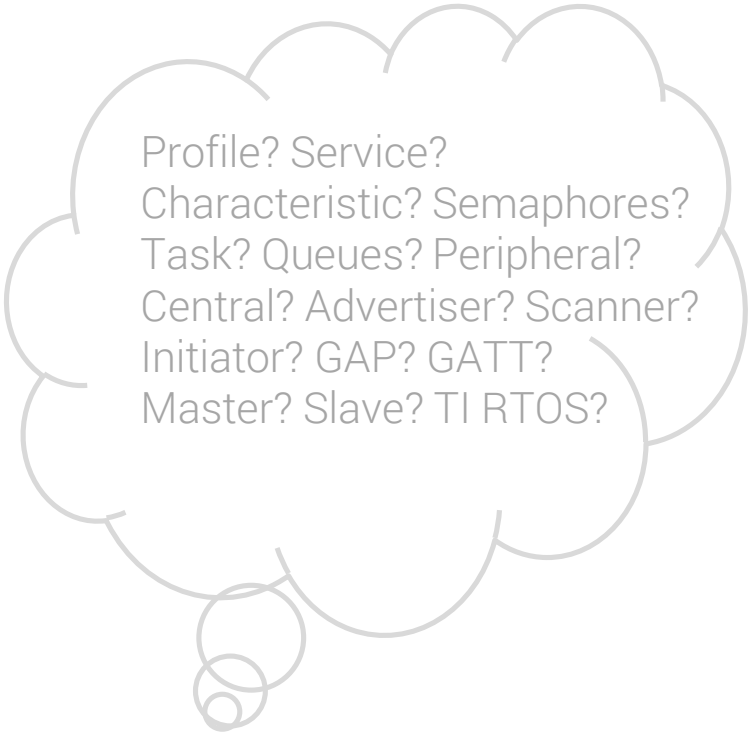
LSR Developer Tool Suite PC desktop application featuring test tools, API documentation, and source code downloads to accelerate BLE development

DTS

Introducing Serial-to-BLE and the LSR Developer Tool Suite

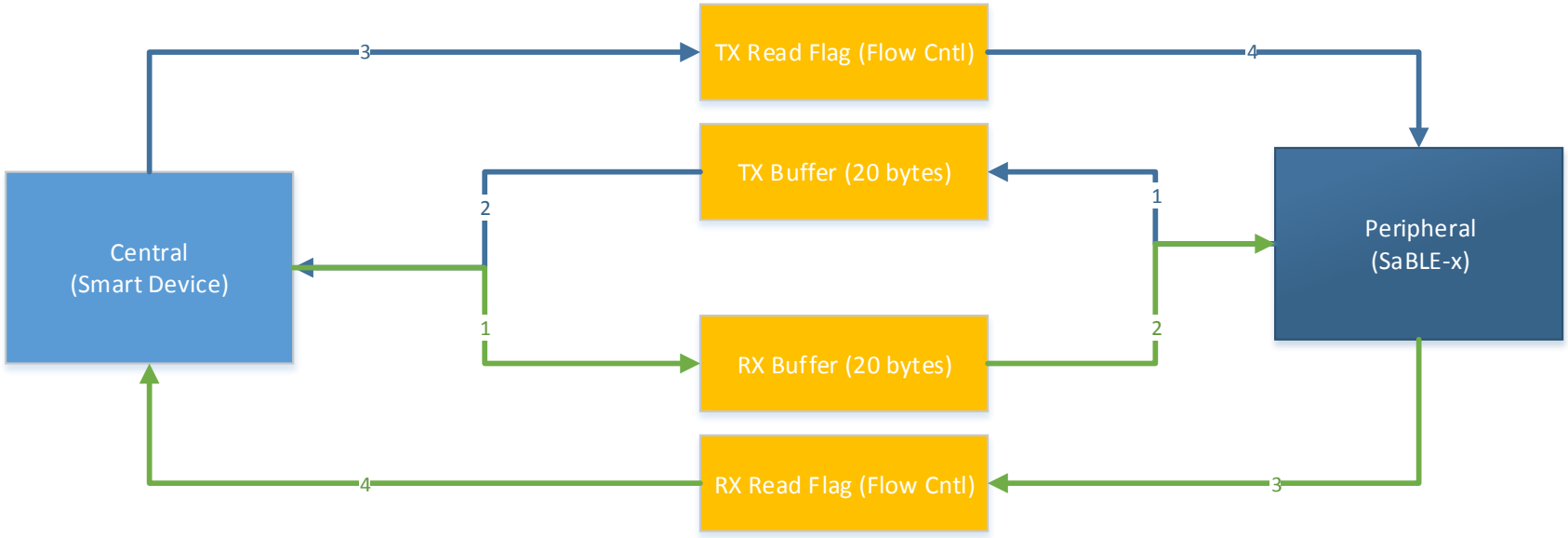
Why choose Serial-to-BLE?

- No need to become a BLE expert
- Focus on YOUR application
- Fast integration with existing Host Microprocessor
  (UART-connected BLE black box)
- Looking for Low Power
- Just want to get data to a smart device



Simplify adding BLE → Accelerate your Time to Market

How Serial-to-BLE sends data OTA

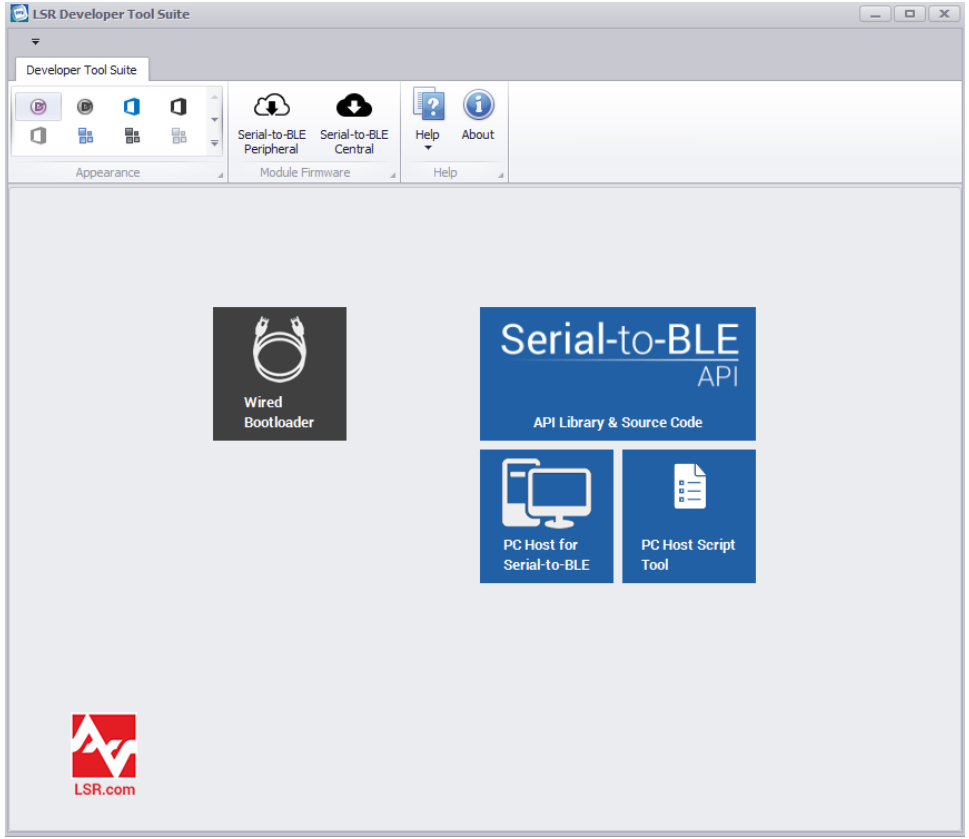


Serial-to-BLE includes a custom *Bluetooth* profile

SaBLE-x offers additional design options beyond Serial-to-BLE

- Develop own firmware on the module
  - Module has on-board ARM Cortex-M3 application processor
  - Outstanding TI software and tools
- LSR customization of Serial-to-BLE for your applications

What is the Developer Tool Suite (DTS)?



- Free PC Desktop Application
- Downloadable from LSR.com
- Tools/Resources to support development with LSR modules

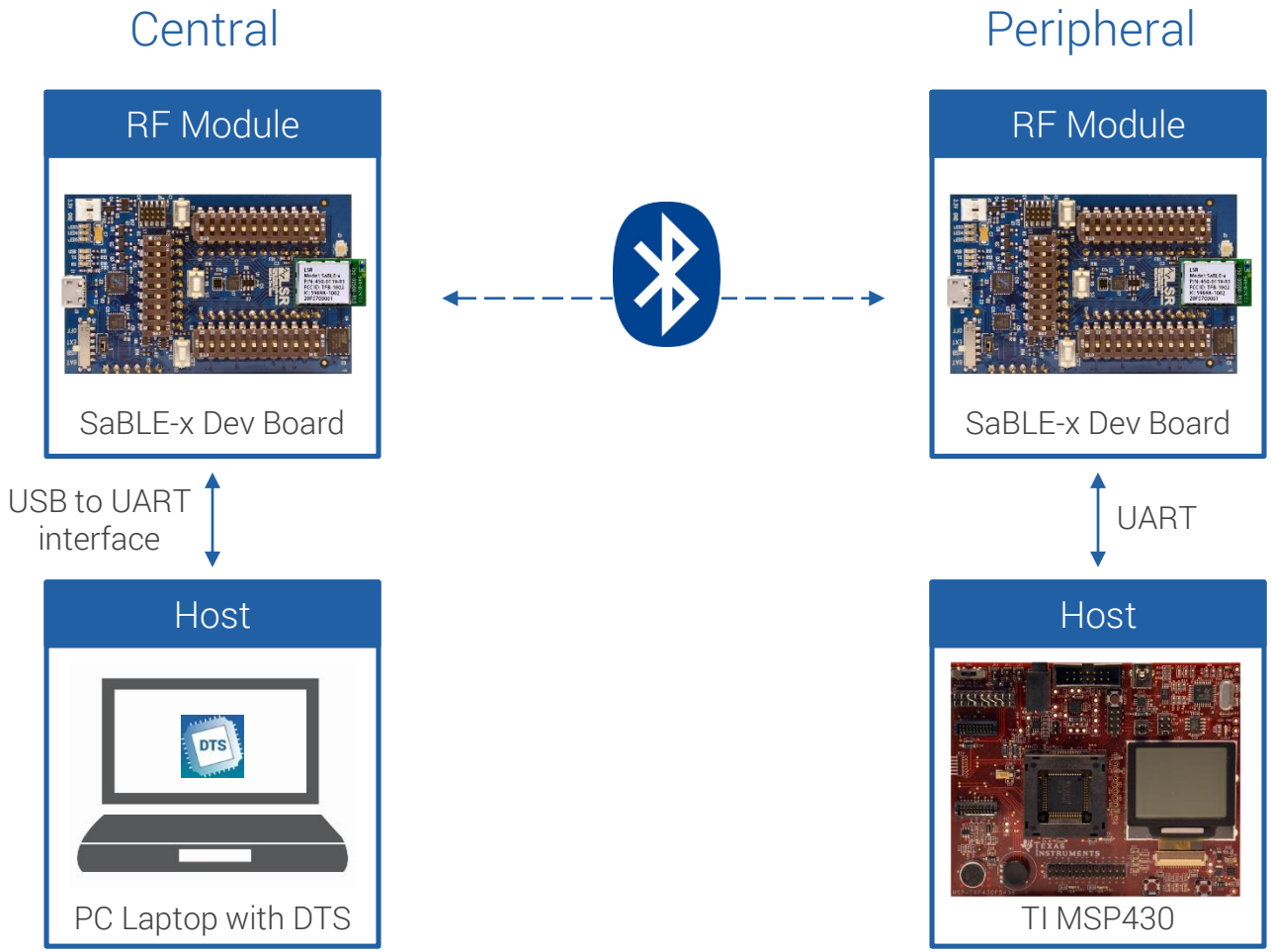
- It is <u>not</u> meant to be another IDE! You can continue to work in the IDE development you're most comfortable with (e.g. IAR)

Exploring the Developer Tool Suite (DTS)

Using the ‘PC Host’ and Script Tools in the DTS

Bringing it All Together

Implementation Example with TI MSP430™ as Host


Central
Peripheral
RF Module
SaBLE-x Dev Board
RF Module
SaBLE-x Dev Board
USB to UART
interface
UART
Host
PC Laptop with DTS
Host
TI MSP430

Getting Started with Serial-to-BLE

www.lsr.com/sablex

LSR.com

Questions and Answers

Learn more about the **SaBLE-x™** Bluetooth® Smart Module and **Serial-to-BLE** API at:

www.lsr.com/sablex

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Thank you for your time!

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