# TI Delivers Over-the-Air Download Capabilities for Seamless Software Updates of Bluetooth Smart Products

Texas Instruments, Inc.

**Unique BLE-Stack 1.3 feature solves industry problem for devices using TI's CC2540/1 Bluetooth low energy SoCs.**

DALLAS – Answering the growing need for smartphone and tablet applications that update seamlessly, Texas Instruments Incorporated (TI) [1] [NASDAQ: TXN [2]] has announced a truly wireless solution with a unique over-the-air-download (OTA or OAD) feature in its BLE-Stack 1.3 software for use with the CC2540 and CC2541 Bluetooth low energy system-on-chips (SOCs). Single-mode Bluetooth low energy or Bluetooth Smart is increasing in popularity because it allows consumers to connect to their smartphones and tablets to  automotive, home office, medical and health, sports and fitness as well as mobile and PC accessories.

However, the always evolving smartphone and tablet market and its regular firmware updates can cause a Bluetooth Smart device to no longer connect, which poses a user experience challenge for accessory manufacturers. Currently, a user would have to plug their device into a computer via USB and download an update from the manufacturer's site.

The OAD feature helps manufacturers better support users with a simple software upgrade process shortly after smartphone and tablets receive their own Bluetooth low energy firmware updates. Additionally, updates to firmware can be downloaded wirelessly from numerous central devices, including smartphones, tablets or PCs onto TI's CC2540/1 SoCs making device updates even more accessible for consumers. For more information, visit http://www.ti.com/blestack_ota-pr.

"We have increasingly seen manufacturers bening concerned about their products becoming obsolete or hard to use because of smartphone and tablet Bluetooth low energy firmware updates," said Sid Shaw, worldwide business development and marketing manager, Wireless Connectivity Solutions, TI. "With our BLE-Stack 1.3, updating software on a CC2540/1-enabled device is easy through the OAD feature—consumers can update their own device wirelessly and manufacturers' can also extend the shelf-life of products for longer revenue streams."

For more information visit www.ti.com [1].

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[1] http://www.ti.com
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