



- WICED Sense development kit reduces setup process from hours to minutes, allowing developers and OEMs to spend less time troubleshooting and more time designing.
- Low-power MEMS sensors inside the tags determine direction, humidity, speed, and atmospheric pressure, while Bluetooth Smart connection enables this data to be gathered and analyzed through mobile device applications.
- Broadcom extends the horizon of internet-of-things ecosystem for innovators with both technical and non-technical backgrounds.

WICED™ Smart	
✓	Mobile Phones
✓	Handheld Devices
✓	Tablets

WIRELESS CONNECTIVITY

WICED™ Sense

Wireless Internet Connectivity

OVERVIEW

WICED™ Sense, the tag development kit from Broadcom®, includes the BCM20737S Bluetooth Smart SIP module and six microelectromechanical systems (MEMS) sensors. From individual developers to startups and to established OEMs, Broadcom's WICED Sense tag delivers complex technology in an easy-to-use and easy-to-understand development kit. Using this kit, it takes only a few minutes to set up a Bluetooth Smart connection between the tag and a user's smartphone or tablet, reducing design time and accelerating time to market for an ever-expanding internet-of-things (IoT) ecosystem.

The data available from the kit includes direction, temperature, humidity, and more. The BCM20737S Bluetooth Smart SoC inside the tag ensures privacy with advanced security and encryption features, and also includes software to support iBeacon technology.

FEATURES

- BCM20737S Bluetooth Smart SIP module.
- MEMS sensors inside the WICED Sense include:
 - G-sensor (speed/accelerometer)
 - Gyroscope (direction)
 - E-compass (direction)
 - Barometer (atmospheric pressure)
 - Humidity and temperature
- Bluetooth Smart connection covers distance of roughly 100 feet.
- Support for eight master/slave Bluetooth Smart devices.
- Downloadable WICED Sense application from the Apple App Store for iOS devices or from Google Play for Android devices.

- Developers can easily build custom applications once set up. For example, one can place the Broadcom WICED Sense tag in a room and set an alarm to alert if the temperature reaches above or drops below a certain degree.
- Software to support iBeacon technology.
- Support for wireless charging.
- Support for NFC simplified pairing.
- Over-the-air secure download to enable tag firmware updates from central device including smartphone, tablet, or PC.
- Preprogramming on tag enables application developers to design new applications without the need for advanced technical background.
- No need of embedded-software design knowledge.
- No need of an embedded compiler.
- Built-in support for iOS and Android OS.
- Single coin-cell battery to reduce power drain.
- Integrated software development kit (SDK) support using the WICED Smart SDK v2.1 and above.

BENEFITS

- Enables new use cases for wearables and IoT devices.
- Enables application developers to innovate using WICED Smart kit and further advance IoT ecosystem.
- Better security across devices, both inside devices and during data transfer, creates more privacy for consumer.



Bluetooth Smart Sensor Tag

ORDERING INFORMATION

Part Number

Bluetooth Smart Sensor Tag

BCM9WICED_SENSE



For more information, visit:
www.broadcom.com/wicedsense
community.broadcom.com

ABOUT BROADCOM

Broadcom Corporation (NASDAQ: BRCM), a FORTUNE 500® company, is a global leader and innovator in semiconductor solutions for wired and wireless communications. Broadcom® products seamlessly deliver voice, video, data, and multimedia connectivity in the home, office, and mobile environments. With the industry's broadest portfolio of state-of-the-art system-on-a-chip and embedded software solutions, Broadcom is changing the world by Connecting everything®. For more information, go to www.broadcom.com.

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