

New User? Register | Sign In | Help

Make Y! My Homepage

Yahoo!

Mail



HOME INVESTING NEWS & OPINION PERSONAL FINANCE MY PORTFOLIOS TECH TICKER

GET QUOTES Finance Search

Mon, Jul 26, 2010, 11:25AM EDT - U.S. Markets close in 4 hrs 35 mins



Bluetooth SIG Opens Qualification Program for Bluetooth Core Specification Version 4.0

Hallmark Low Energy Feature Opens Doors to New Applications in Health Care, Fitness, Security and Home Entertainment



Share tweet 0 Email Print

Press Release Source: Bluetooth SIG On Tuesday July 6, 2010, 9:00 am EDT

KIRKLAND, Wash.--(BUSINESS WIRE)--The Bluetooth Special Interest Group (SIG) today announced the formal adoption of *Bluetooth* Core Specification Version 4.0, with the hallmark feature, low energy technology. This final step in the adoption process signals to Bluetooth SIG members that the Bluetooth SIG Qualification Program is now open for qualification of all *Bluetooth* product types to the Version 4.0 Specification.

"The finalization of *Bluetooth* low energy wireless technology within the Core Specification is a monumental achievement," said Michael Foley, Ph.D., executive director, Bluetooth SIG. "*Bluetooth* wireless technology can now, with the hard work of our members and our world-class qualification program, really do it all."

Members may visit Bluetooth.org and Bluetooth.com to download specification details from the Adopted Specifications web page. Test documentation, including requirements and tools to support member qualification efforts, is available on the member site as well.

Market Opportunity

In a report out this week from West Technology Research Solutions, the opportunity for *Bluetooth* low energy technology, the hallmark feature of Version 4.0, was found to be considerable. Said Kirsten West, principal analyst with WTRS: "*Bluetooth* low energy will be a significant contributor to the overall Wireless Sensor Network market, representing nearly half of all shipments in 2015. The advantage to this new protocol is that it is totally optimized for low power battery operation."

The hallmark feature enhancement to the Specification, *Bluetooth* low energy technology opens entirely new markets for devices requiring low cost and low power wireless connectivity, creating an evolution in *Bluetooth* wireless technology that will enable a plethora of new applications – some not even possible or imagined today. Many markets such as health care, sports and fitness, security, and home entertainment will be enhanced with the availability of small coin-cell battery powered wireless products and sensors now enabled by *Bluetooth* wireless technology.

Bluetooth low energy wireless technology, the hallmark feature of the v4.0 *Bluetooth* Core Specification, features:

- Ultra-low peak, average and idle mode power consumption
- Ability to run for years on standard coin-cell batteries
- Low cost
- Multi-vendor interoperability
- Enhanced range

Interoperability Testing and Qualification

Top Stories

New Home Sales Up, but Sales Remain Slow - AP

BP chief Tony Hayward's fate hinges on board vote - AP

Stocks edge higher as home sales rise - AP

Goldman's derivative business may be combed - Reuters

Get third-party mutual fund recommendations that are on the level at TD AMERITRADE.

TRADE FREE FOR 30 DAYS + GET \$100

LEARN MORE

TD AMERITRADE

Tech Ticker Recent Posts

Roubini and JPMorgan Agree: Euro Stress Tests Were a Joke - Joe Weisenthal

Bernanke's 'Bullets' are Blanks, Mark Dow Says: "The Fed Is Pushing on a String" - Aaron Task

BP Oil Spill: Is the Damage to the Gulf Far LESS Than Feared? - Gus Lubin

View More

Subscribe to Topics

Top Stories



Add Alert

See all RSS links

ADVERTISEMENT

Do you know your Credit Score?			
Excellent	750 - 840	Fair	620 - 659
Good	660 - 749	Poor	340 - 619

Bluetooth SIG members may perform interoperability testing utilizing this adopted Bluetooth Core Specification at the SIG's 37th testing event, UnPlugFest (UPF) 37. This UPF is scheduled for 04-08 October, 2010, in Barcelona, Spain. Members are encouraged to use this opportunity to test their devices against the new *Bluetooth* v4.0 implementations as well as against current *Bluetooth* devices from the organization's device library.

For intensive, hands-on testing and qualification training, Bluetooth SIG members can take part in ATLAS, the Advanced Training Lab and Services program offered by the Bluetooth SIG. The one-week training program at the Bluetooth SIG labs in Kirkland, WA, leaves participants with the knowledge to develop their own *Bluetooth* testing and qualification expertise and ultimately build better *Bluetooth* products at lower qualification costs.

About *Bluetooth*® Wireless Technology

Bluetooth wireless technology is the global short-range wireless standard for personal connectivity of a broad range of electronic devices. The technology continues to evolve, building on its inherent strengths – small-form factor radio, low power, low cost, built-in security, robustness, ease-of-use, and ad hoc networking abilities. This evolution now provides manufacturers and consumers with three options for connecting wirelessly – Classic *Bluetooth* technology for use in a wide range of consumer electronics; *Bluetooth* high speed technology for the transfer of video, music and photos between phones, cameras, camcorders, PCs and TVs; and *Bluetooth* low energy technology for low power sensor devices and new web services within the healthcare, fitness, security, home entertainment, automotive and automation industries. More than eight new *Bluetooth* enabled products are qualified every working day and more than 19 million *Bluetooth* units are shipping per week. There are nearly three billion *Bluetooth* devices in the marketplace and that number climbs daily, making it the only proven wireless choice for developers, product manufacturers, and consumers worldwide.

About *Bluetooth* low energy Wireless Technology

Bluetooth low energy is a new low energy enhancement to the *Bluetooth* wireless technology Core Specification that paves the way to a vast new market for watches, remote controls, and healthcare and sports sensors. It has the potential to communicate with the hundreds of millions of *Bluetooth* enabled mobile phones, PCs and PDAs that are shipped each year. Consuming minimal power, it offers long-lasting connectivity, dramatically extending the range of potential applications and opening the door to brand new web services. *Bluetooth* low energy features ultra-low peak, average and idle mode power consumption; ultra-low cost plus small size for accessories and human interface devices (HIDs); minimal cost and size addition to handsets and PCs; global, intuitive and secure multi-vendor interoperability.

About the Bluetooth SIG

The Bluetooth Special Interest Group (SIG), comprised of leaders in the telecommunications, computing, consumer electronics, automotive and network industries, is driving development of *Bluetooth* wireless technology and bringing it to market. The Bluetooth SIG includes Promoter member companies Ericsson, Intel, Lenovo, Microsoft, Motorola, Nokia and Toshiba, along with over 13,000 Associate and Adopter member companies. The Bluetooth SIG, Inc. headquarters are located in Kirkland, Washington, U.S.A. For more information please visit www.bluetooth.com.

The *Bluetooth* word mark and logo are registered trademarks and are owned by the Bluetooth SIG, Inc.

Note to Editors: Media assets (stills and video) to accompany stories about *Bluetooth* wireless technology are available on *Bluetooth.com*, hosted by The NewsMarket: <http://www.bluetooth.com/thenewsmarket>

Contact:

Americas
INK Public Relations
Starr Million Baker, +1 (512) 382-8981
starr@ink-pr.com
or
Asia-Pacific
CHINA
Hill & Knowlton (China)
Judy Guo, +86 10 5861 7508
Judy.guo@hillandknowlton.com.cn
or

JAPAN

Kyodo Public Relations Co., Ltd.
Mr. Tatsuya Sakai, +81-3-3571-5257
t-sakai@kyodo-pr.co.jp

or

KOREA

Strategic Marketing and Communications, Inc.
Harry Yoon, +82-2-3445-3232
harry@oksmc.co.kr

or

TAIWAN

Apex Communications Consultants
Hira Yu, 886-2-7718-7777 ext. 517
hira@apexpr.com.tw

or

EMEA

Porter Novelli
Danny Devriendt, +32 475353465
danny.devriendt@porternovelli.be

Sponsored Links

[White Gold Prices](#)

White Gold Prices Buy Today!
[ClearanceJewelryBooth.com](#)

[Free Portfolio Management](#)

Find The Best Results For Free Portfolio Management, Visit Today!
[CatalogBuying.net](#)

[Top Movers in Carlsbad](#)

Free Carlsbad Moving Quotes. Save Up to 50% By Comparing Movers.
[www.TopCarlsbadMovers.com](#)

[Free Investment Report Stock Picks](#)

Investment Experts FREE Email Penny Stock Alerts for Smart Investing.
[www.KillerPennyStocks.com](#)

Copyright © 2010 [Business Wire](#). All rights reserved. All the news releases provided by Business Wire are copyrighted. Any forms of copying other than an individual user's personal reference without express written permission is prohibited. Further distribution of these materials by posting, archiving in a public web site or database, or redistribution in a computer network is strictly forbidden.

YAHOO! FINANCE

Banking & Budgeting	Insurance
Calculators	Market Stats
Currency	Message Boards
ETFs	Mobile
Experts	Personal Finance
Investing	What's New

ALSO ON YAHOO!

- [Autos](#)
- [Finance](#)
- [Flickr](#)
- [Games](#)
- [Groups](#)
- [Health](#)
- [Hot Jobs](#)
- [Mail](#)
- [Maps](#)
- [Movies](#)
- [Music](#)
- [My Yahoo!](#)
- [News](#)
- [Shopping](#)
- [Sports](#)
- [Travel](#)
- [TV](#)
- [Video](#)

» [All Y! Services](#)

THINGS TO DO

- [Read Our Blog](#)
- [Finance on Your Phone](#)
- [Check Home Values](#)
- [Find a New Car](#)
- [Search Jobs Across the Web](#)

YAHOO! FINANCE WORLDWIDE

[Argentina](#) [Australia & NZ](#) [Brazil](#) [Canada](#) [China](#) [Chinese](#) [France](#) [French Canada](#) [Germany](#)
[Hong Kong](#) [India](#) [Italy](#) [Japan](#) [Korea](#) [Mexico](#) [Singapore](#) [Spain](#) [Spanish](#) [Taiwan](#) [UK & Ireland](#) [USA](#)

Copyright © 2010 Yahoo! All rights reserved. [Privacy Policy](#) - [About Our Ads](#) - [Terms of Service](#) - [Copyright Policy](#) - [Report Problems](#) - Yahoo! News Network

Quotes delayed, except where indicated otherwise. Delay times are 15 mins for NASDAQ, NYSE and Amex. See also delay times for [other exchanges](#). Quotes and other information supplied by independent providers identified on the Yahoo! Finance [partner page](#). Quotes are updated automatically, but will be turned off after 25 minutes of inactivity. Quotes are delayed at least 15 minutes. All information provided "as is" for informational purposes only, not intended for trading purposes or advice. Neither Yahoo! nor any of independent providers is liable for any informational errors, incompleteness, or delays, or for any actions taken in reliance on information contained herein. By accessing the Yahoo! site, you agree not to redistribute the information found therein.

Fundamental company data provided by [Capital IQ](#). Historical chart data and daily updates provided by [Commodity Systems, Inc. \(CSI\)](#). International historical chart data, daily updates, fundAnalyst estimates data provided by [Thomson Financial Network](#). All data provided by Thomson Financial Network is based solely upon research information provided by third party analysts. Yahoo! has not reviewed, and in no way endorses the validity of such data. Yahoo! and ThomsonFN shall not be liable for any actions taken in reliance thereon.