

WinHec the venue for BSIg announcements

Encourages Bluetooth in the Enterprise and says "Have 'X-traFun'"

The Bluetooth SIG chose the 12th annual Windows Hardware Engineering Conference (WinHEC) to announce initiatives to grow the number of innovative Bluetooth wireless enabled applications, while educating corporate IT executives and engineers developing enterprise applications using short-range wireless technologies in corporate environments.

"With Bluetooth drivers and support embedded in Windows XP, Bluetooth is easy to support in the workplace and is a secure, reliable way to connect devices," said Mike Foley, wireless architect at Microsoft Corporation. "WinHEC, the key industry event for hardware engineers and driver developers to receive future directions for systems and



Mike Foley, Microsoft

peripherals running Microsoft Windows operating systems, is a great venue to discuss Bluetooth usage benefits as well as current and future applications of Bluetooth technology."

Winners of the Bluetooth SIG Developer's Contest were also announced at WinHEC. Aiming to encourage developers to speed innovation in the development of wireless centric applications, the Bluetooth SIG had called on developers worldwide to compete for the best new Bluetooth wireless enabled application running on the Windows XP operating system. Mark J. Kramer, president and CEO of BlueRadios, Inc. and X-traFun, Inc., was named the first place winner by Tom Phillips, general manager of the Windows Hardware Experience Group at Microsoft Corporation, during his WinHEC conference welcome.

Kramer's entry, X-traFun is said to be the



Bluetooth SIG says time is right for corporates to implement Bluetooth in the office.

world's first interactive multimedia cartridge product and services that enables wireless transformation of Game Boy content information via the Internet. The product communicates via Bluetooth to Microsoft Windows XP platform acting as the home gateway and is capable of storing and retrieving information transferred from the local computer's file system to the cartridge Flash or Secure Digital SD memory cards. Applications include: Interactive Game Playing, Download New Episodes, Send and Receive e-Mail, Chat/Text Messaging, Play .WAV Files, Stream Video, View Pictures, Wireless Printing, Mobile (wireless Bluetooth), ISP (via Bluetooth enabled mobile phone), Multiple Players (massive), Customize Ring Tones and Logos.

The Bluetooth SIG and appointed judges from the press and industry had selected five finalists

using the following criteria to determine the finalists and the overall winner:

- 1) overall presentation quality;
- 2) application friendliness, considering users, market relevance and marketability;
- 3) security, ensuring no interception or interference of data from device to device;
- 4) reliability, the application working time after time;
- 5) interoperability, the keystone of Bluetooth wireless technology; and
- 6) innovation, or uniqueness of the idea.

The overall winner received a trip for two to Amsterdam, Netherlands, to attend the 2003 Bluetooth World Congress, June 17 - 19.