

Bluetooth wireless technology is ready for Enterprise IT
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SIG announces corporate IT initiatives.

Enterprise Market Gains New Applications and Tools for Utilizing Bluetooth Wireless Technology

Bluetooth SIG Developer's Contest Winners Announced at WinHEC; Series of Implementation Guides Introduced.

NEW ORLEANS – May 6, 2003 – From the 12th annual Windows Hardware Engineering Conference (WinHEC), the Bluetooth® Special Interest Group (SIG) today announced 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. Today's news builds on the Bluetooth SIG's announcement last December of its "5-Minute Ready Plan," which aims to further improve the usability of Bluetooth wireless enabled devices across multiple industry sectors and deliver an enhanced out-of-the-box experience to wireless users.

"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 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."

Bluetooth SIG Developer's Contest at WinHEC

To further encourage the development of wireless centric applications, the Bluetooth SIG called on developers worldwide to speed innovation by competing 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 this morning 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 the 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 selected five finalists that were judged yesterday by David English of ComputerShopper, Michael Kanellos of Cnet, Paul Thurrott of Windows & .NET Magazine, Simon Ellis of Intel, and Bluetooth SIG's executive director, Mike McCammon. Judges used the following criteria to determine the five 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 remaining applications will be displayed and voted on in the Bluetooth SIG booth (# 700) to determine the People's Choice winner to be announced at the WinHEC closing on May 8. Today's winner received a trip for two to Amsterdam, Netherlands, to attend the 2003 Bluetooth World Congress, June 17 - 19.

Bluetooth Wireless Technology Implementation Guides

In its continuous effort to achieve a 5-minute out-of-the-box experience for all Bluetooth wireless technology users, the Bluetooth SIG will introduce a series of Implementation Guides for product manufacturers. The first Implementation Guides will focus on the PC and mobile phone industries. In the guides, PC and mobile phone product manufacturers will find best practice methodology for incorporating user-friendly Bluetooth functionality in their future products. In particular, the guidelines will specify common profiles and security settings among other optional items in the specification. This effort is another milestone in the SIG's 5-Minute Ready Program announced in December.

Bluetooth SIG members representing the PC and mobile phone industries collaborated on the development of these Implementation Guides. Sponsored by the Bluetooth SIG, these manuals were created with the needs of the end-user in mind, and to provide greater synthesis of usability of Bluetooth functionality across manufacturer lines.

"Bluetooth wireless technology benefits corporations' efficiency and productivity by increasing the mobility of workers both in and out of the office," said Bluetooth SIG executive director, Mike McCammon. "It is already a useful, convenient and powerful extension to the wired or wireless infrastructure within a corporate enterprise. Our aim, through initiatives like the developer's contest and the implementation guidelines, is to further foster the development of innovative wireless applications which will interconnect us all – in whatever work 'place' we find ourselves."

About the Bluetooth SIG, Inc.

Bluetooth(R) wireless technology is revolutionizing the personal connectivity market by providing freedom from wired connections. It is a specification for a small-form factor, low-cost radio solution providing links between mobile computers, mobile phones and other portable handheld devices, and connectivity to the Internet. The Bluetooth Special Interest Group (SIG), comprised of leaders in the telecommunications, computing, and network industries, is driving development of the technology and bringing it to market. The Bluetooth SIG includes promoter group companies 3Com, Agere, Ericsson, IBM, Intel, Microsoft, Motorola, Nokia and Toshiba, and thousands of Associate and Adopter member companies. The Bluetooth SIG, Inc. headquarters are located in Overland Park, Kansas, U.S.A. For more information please visit www.bluetooth.com.

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