



◆ NEWS RELEASE ◆

FOR IMMEDIATE RELEASE

Contact Information:

Mark Kramer

BlueRadios, Inc.

(303) 957-1003

mkramer@BlueRadios.com

**BlueRadios® and Texas Instruments Deliver *Bluetooth*® Low Energy and *ZigBee*®
Module Solutions**

Englewood, CO – September 8, 2010 -- BlueRadios, Inc. introduces **nBlue™**, BR-LE4.0-S2A a completely self-contained *Bluetooth* low-energy nano ampere network module that utilizes the Texas Instruments CC2540 system-on-chip, integrating an antenna, radio, microcontroller, and software stack into a 11.8x17.6x1.9mm package. A pin-for-pin compatible **nBee™**, BR-ZB-2A *ZigBee* nano ampere network module is also available with the TI CC2530 processor, and both are fully compliant with FCC and CE EMC requirements.

The modules require no external supporting components. A single 3.0 volt coin battery can support one second connection intervals for a year. They are small enough to fit into highly space constrained applications, such as watches, health and fitness sensors, remote controls and key fob style devices. The firmware design allows the modules to be controlled by an external microcontroller using AT commands or for custom applications loaded directly on to the module.

Bluetooth low energy, part of *Bluetooth* Ver. 4.0, specifies two types of implementation: single mode and dual mode. Single mode chips implement the low energy specification and consume just a fraction of the power of classic *Bluetooth*, allowing the short-range wireless standard to extend to coin cell battery applications. Dual mode chips combine low energy with the power of classic *Bluetooth* and are likely to become a de facto feature in almost all new *Bluetooth* enabled cellular phones and computers. Since *Bluetooth* low energy technology is an interoperable standard, the BlueRadios modules will be able to communicate with both single and dual mode devices from all manufacturers. “Our clients buy our products because they are reliable and easy to integrate, enabling them to quickly deploy cost-effective solutions,” said Mark Kramer, President and Founder of BlueRadios.

About BlueRadios, Inc.

BlueRadios is a worldwide leader in providing *Bluetooth* wireless data and voice communications for a range of commercial and industrial applications. The company designs and develops end-to-end hardware and software solutions, and provides a complete family of embeddable wireless products. BlueRadios modules are distributed worldwide with custom firmware preloaded at the factory prior to shipping. BlueRadios was founded in 2001 and has sold millions of *Bluetooth* modules.

For more information on BlueRadios visit our website at www.BlueRadios.com.
