Bluetronics Complete Bluetooth™ Module receives v.1.1 qualification

Norrköping, Sweden – June 11th, 2001 - Bluetronics, a leading developer of radio modules for wireless communication electronics, today announced that its complete Bluetooth™ module (class I), based on the unique EmbeddedRF Technology, was granted v.1.1 qualification.

- The qualification is a proof of acceptance for our EmbeddedRF technology which is based on standard processes, said CTO Shaofang Gong. When we tell people we integrate RF passive components inside a pure FR4 laminate, they don't believe us. Finding a successful way of cost effectively producing modules in large volumes has been a creative challenge.

The qualification process allows a company to demonstrate that its product complies with the Bluetooth v.1.1 specifications (enabling interoperability), which is necessary to apply a Bluetooth trademark to a product.

Because of the high integration of RF passive components, Bluetronics modules requires minimal external components, thereby shortening the time to market for all customers, reducing design cycle times, and providing a high performance advantage. Above that, the use of standard processes and materials enables cost efficient production.

- We have designed our modules to be highly flexible and easy to use. A module is the best way for an OEM customer to get plug'n play functionality with the optimum power consumption, radio performance, manufacturing capacity and set of software stacks, said CEO Håkan Segerborg.

- Our radio front-end solution enables our customers to focus on the product development, and we are able to provide the exact solution they need for their products in a very compressed time frame, Mr. Segerborg adds.

Beyond this milestone, Bluetronics is planning to announce a complete IEEE 802.11a solution around December 2001/January 2002.

Established in 1999, Bluetronics is a privately held independent company. The business concept is to design and market highly integrated RF modules for high frequency, short range and local area wireless communications, to global wireless device and network equipment suppliers. Bluetronics unique EmbeddedRF (radio frequency) is based on 10 years of research at the Acreo Research Institute for Electronics and Optics in Norrkoping, Sweden. During the spring, Bluetronics has more than doubled the number of employees. Recruitment will continue in order to become a world leader in a market that will become gigantic over the next five years.

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