

Ericsson unveils Bluetooth™ PC Card

At CommunicAsia in Singapore, Ericsson unveiled the Bluetooth PC Card, proving its leading position in Bluetooth wireless technology. Ericsson also unveiled the T36 and the R520 mobile phones, which are the first phones to feature built-in Bluetooth communication. This means Ericsson is the first company to have a complete portfolio of voice and data products that use Bluetooth wireless technology.

The Bluetooth PC Card connects to your laptop enabling a wireless connection between your mobile phone and your laptop. Transferring data such as calendar and contacts information from your mobile phone and your laptop is made easy using this innovative product. Using a mobile phone, you can receive e-mail or other information via a built-in modem and have it automatically transferred to your laptop via a Bluetooth link. The Bluetooth PC Card is designed according to PCMCIA (Personal Computer Memory Card International Association) specifications and is classified as a Type II PC Card. It is the first of its kind shown for the market.

The Bluetooth PC Card will be available on the market in late 2000. Earlier during 1999 and 2000, Ericsson has presented the Bluetooth Headset, the Bluetooth Phone Adapter and the ScreenPhone. This means Ericsson is the first company to have a complete package of voice and data products that use Bluetooth wireless technology on the market.

“The Bluetooth wireless technology has had an astonishing reception, with close to 2000 companies signing up to the Special Interest Group during only two years. Ericsson has been in the forefront all the time, driving the standard, presenting the first Bluetooth products and now presenting a full Bluetooth product portfolio,” says Jan Ahrenbring, Vice President Marketing and Communications at Ericsson Mobile Communications. “This is just the beginning and we are looking forward to seeing creative products and solutions from the other companies.”

Ericsson also showed a technology prototype, the Bluetooth Home Base, which gives a mobile phone the capabilities of a cordless phone by automatically connecting the mobile phone to the fixed telephone line. When the phone is out of range of the Bluetooth Home Base, it re-connects to the GSM network. On the road, at home or abroad, one phone is all one would need with this product.

Now that Ericsson has announced the Bluetooth Home Base and the Bluetooth PC Card, the product portfolio will consist of both voice and data products such as the following:

Mobile Phone T36 and R520 – the first Bluetooth phones.

Bluetooth PC Card DBP-10 – Enables wireless communication between your laptop and your Bluetooth enabled mobile phone.

Bluetooth Headset HBH-10 – lightweight hands-free headset that wirelessly communicates with your Bluetooth phone.

Bluetooth Phone Adapter DBA-10 – used on the new generation Ericsson phones without built-in Bluetooth communication capabilities.

Cordless Screen Phone HS210 - communications device for the home allowing Internet browsing, sending e-mails and making phone calls.

The Bluetooth wireless technology is set to revolutionize 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 companies 3Com, Ericsson, IBM, Intel, Lucent, Microsoft, Motorola, Nokia and Toshiba, and 1900 adopter companies. BLUETOOTH is a trademark owned by Telefonaktiebolaget L M Ericsson, Sweden.

Additional information about Bluetooth wireless technology is available on the World Wide Web at <http://www.ericsson.com/bluetooth> and also at <http://www.bluetooth.com>

Pictures of the new Bluetooth Home Base and the new Bluetooth PC Card can be downloaded from: http://www.ericsson.com/pressroom/phli_pcoph.shtml

Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of Mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.

Read more at <http://www.ericsson.com/pressroom>

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