

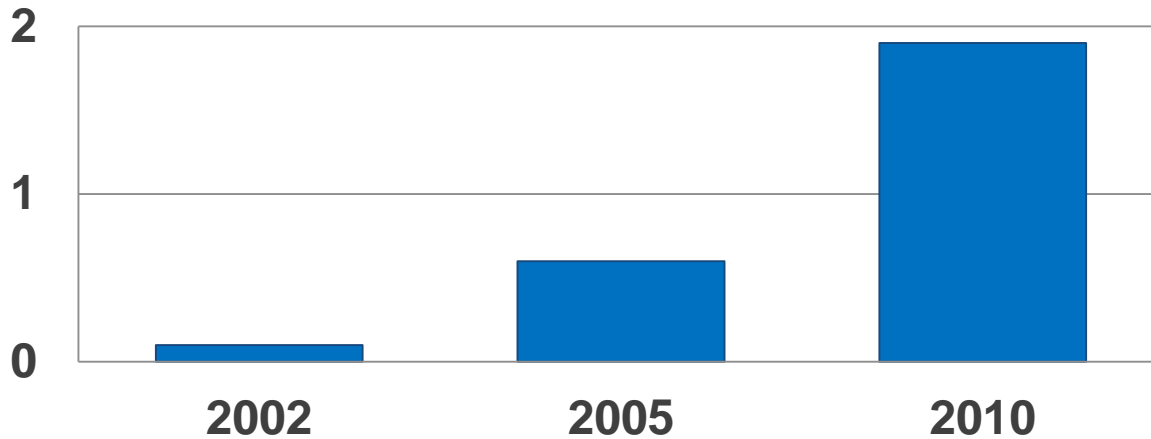
Bluetooth Technology – Connecting the Car

Mike Foley, Executive Director - Bluetooth SIG

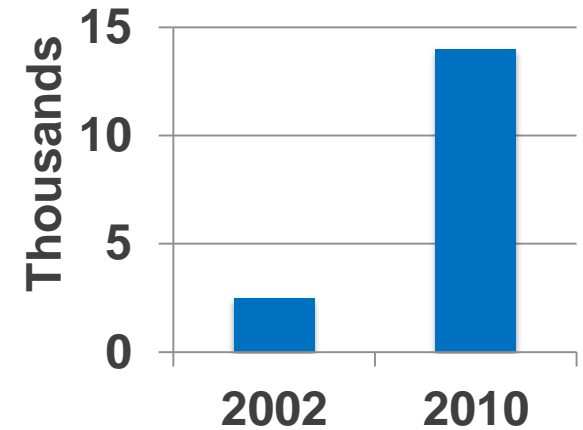


Bluetooth Technology's First Wave of Success

Bluetooth Enabled Products (in billions)



Members



Market Penetration



100%
Smartphones



100%
Tablets



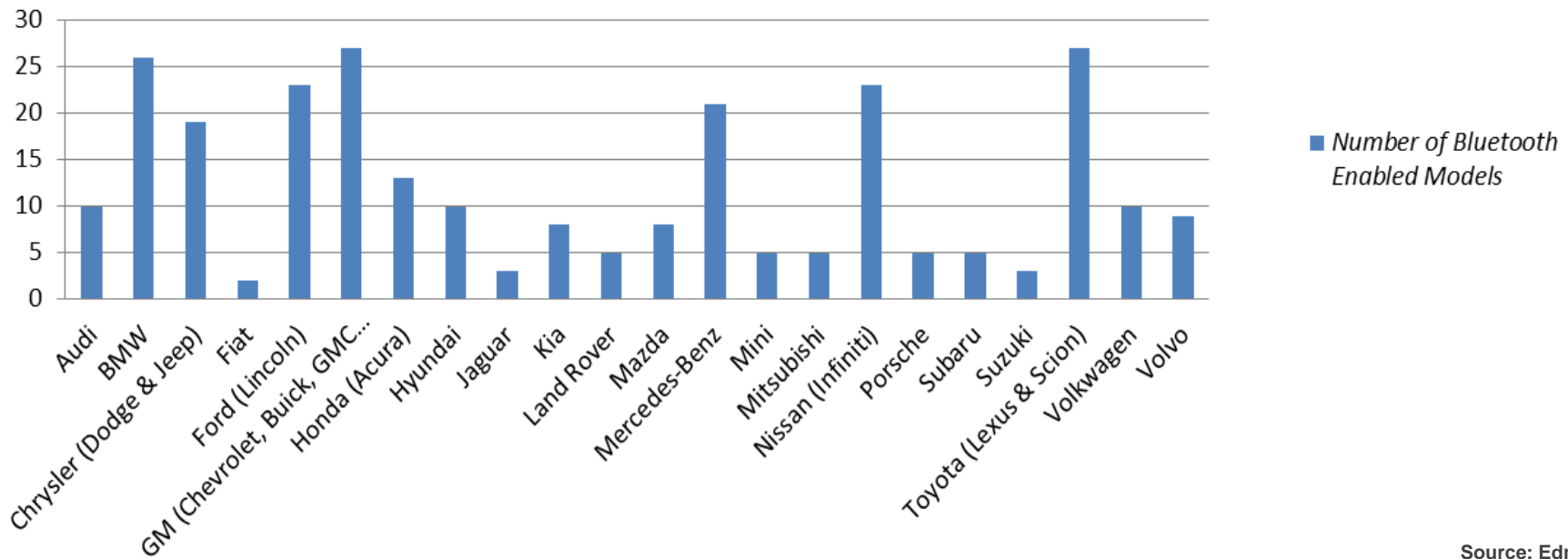
US Autos
2011: 78%
2016: 90%



Health & Wellness:
40 million devices
globally

Strong Automotive OEM Support

Vehicles featuring *Bluetooth* Technology



Source: Edmunds.com

TechNavio – “By 2013 electronics are likely to form 30% of the cost of a car, providing limitless opportunities for Bluetooth integration for hands-free communication, in-car entertainment systems, navigation and remote car diagnostics.”

Embracing New Automotive Use Cases



Remote Applications Access



- ▶ Delivering a Network Effect of *Bluetooth* Enabled Devices



Key Fob Enhancement / Driver ID



Steering Wheel Switches & Gaming Remote Controls, Long Battery Life Keyboard



Wellness Updates While Driving: Drowsiness, Stress, Illness Indicators

New Safety & Diagnostic Opportunities

Car “Hub” Transmits Status, Diagnostic, and Identification Information



Gear Position



Seatbelt Status



Current Speed, Acceleration, Location, and Diagnostics



Vehicle Type / Make
Vehicle Identification Number



Mobile Phone Applications



Vehicle Diagnostics Tools



of Seats / Occupied?



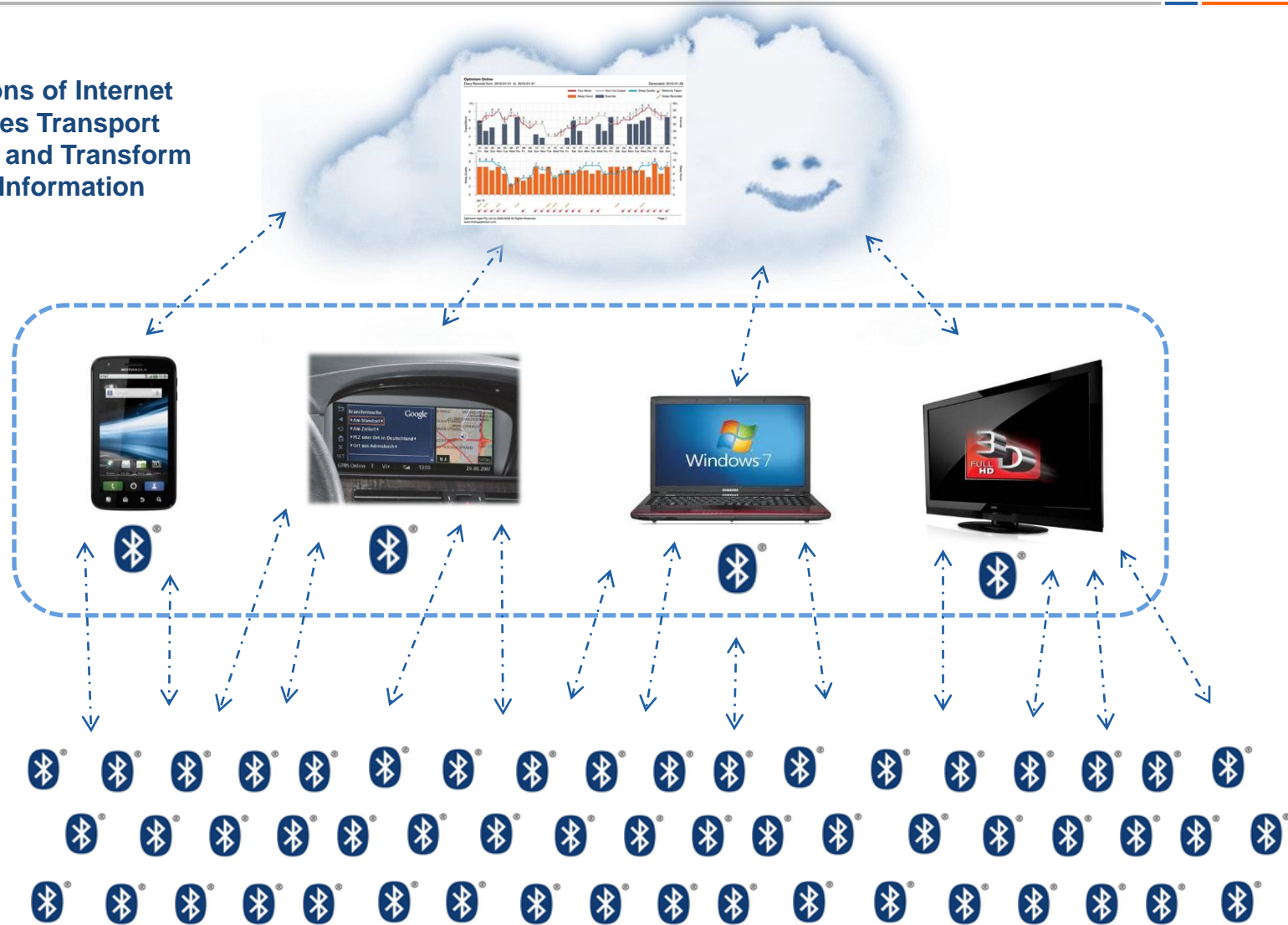
Ignition Status

Transforming Data into Real Time Information

Hundreds of Millions of Internet Connected Devices Transport Cloud-friendly Data and Transform Into Actionable Information

“Hub” Devices Turn Data Into “Real Time Information” Via Applications

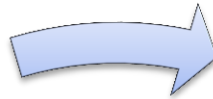
Billions of Diverse Products/Sensors Securely Sending Data to “Hub” Devices



Second Wave: Bluetooth v4.0 Creates New Markets

Market Extensions: Creating Interconnected Hubs

Extending
Beyond
Hands-Free



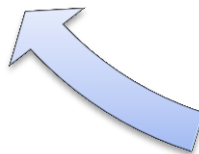
Creating New Apps
and Connecting
Devices/Sensors
with the Cloud



Enabling Connected
Health & Wellness
and Sports & Fitness
Solutions



Innovating a New Set
of Smart Home
Devices



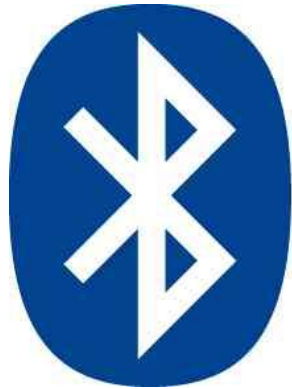
Creating a New TV Hub to Connect and Communicate



Automotive *Bluetooth* Ecosystem Team

- ▶ Automotive BET: 12 member companies + SIG staff
- ▶ Get Involved
 - Improve the connected car
 - Create a better driving experience, and
 - Wireless connect diagnostic, safety and maintenance information.
- ▶ Join Automotive *Bluetooth* Ecosystem Team (BET)





Bluetooth[®]

Simple. Secure. Everywhere.

Mike Foley - mfoley@bluetooth.com

Jeffrey Gross - jgross@bluetooth.com

www.bluetooth.com

member site: www.bluetooth.org