



**PRESS RELEASE**  
Malmö, 31 August 2000

## **connectBlue - taking BLUETOOTH™ into the industrial arena**

*Since the Bluetooth specification was first developed, there has been considerable hype surrounding potential consumer applications for the technology with the major players racing to develop the first Bluetooth consumer products. However, one company has been quick to recognize the potential for Bluetooth wireless technology within the industrial environment.*

connectBlue is the first company dedicated to providing specialized knowledge and services to companies interested in developing industrial Bluetooth applications. The company's founders, Rolf Nilsson and Thomas Vonheim, who hold extensive experience in the industrial segment, set up the company after realizing that while there was a considerable, unmet demand from companies for information and assistance with industrial Bluetooth application development, there was nowhere for these organizations to turn to.

connectBlue was founded in March 2000 and is based in Sweden, the 'birthplace' of the Bluetooth specification. Its specialized consultants provide the company's clients with complete hardware and software solutions, training, seminars and in-house consultancy services. connectBlue is also in the process of creating a competence center for companies wanting to test different possible Bluetooth applications with existing Bluetooth products.

Mr. Nilsson, President of connectBlue, said, 'Until now, much of the focus on Bluetooth applications has been on consumer products. However, we know that Bluetooth wireless technology also has great potential within a manufacturing and industrial environment. We have already had substantial interest from several well-known organizations for assistance with the development of industrial Bluetooth applications and it is even possible that future Bluetooth consumer products may be manufactured in a process that encompasses the Bluetooth wireless technology.'

'Industrial plants consist of many devices interconnected in different ways ranging from simple data collection units (I/Os); more intelligent devices such as sensors, one-loop controllers or programmable controllers; and supervisory systems used as Human Machine Interface (HMI) for data logging and supervisory control. These devices communicate, today, via many different protocols and mediums. Bluetooth wireless technology might be used as alternative or complementary solutions for this type of communication. These are just some of the possible scenarios we are looking at.'

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connectBlue has also teamed up with industry leaders ABB, Oceana Sensors and Rockwell Automation to create requirements and profiles for industrial usage of Bluetooth wireless technology. The group's goal is to develop an official working group within the Bluetooth Special Interest Group (SIG), which will specialize in industrial applications.

connectBlue's consultants bring to the company extensive expertise in a variety of disciplines, gained in companies such as ABB, Ericsson, Combitech and WM Data. The core management team, consisting of Rolf Nilsson, Thomas Vonheim, Pelle Svensson and Mats Andersson provides a strong combination of technical, industrial and engineering and marketing skills, plus significant experience working with the development of the Bluetooth specification.

Mr. Nilsson believes that the market for this type of expertise is substantial and it is the company's goal to expand the number of specialist consultants to 100 within the next three years.

This combination of expertise and experience, an untapped market and the long term commitment of financially strong investors - Midway Holding, Malmöhus Invest and Briban Invest – ensures a solid future for connectBlue.

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Picture of Management Group