



## **PRESS RELEASE**

**Malmö, Sweden  
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### **connectBlue™ Presents an All-Inclusive Bluetooth 2.1+EDR Module**

**The connectBlue range of wireless OEM modules has been extended with a new Bluetooth 2.1+ EDR module that implements leading-edge chip technology from STMicroelectronics, one of the world's largest semiconductor companies, and ST-Ericsson, a world leader in wireless semiconductors and mobile platforms.**

**In addition to the acclaimed connectBlue features of high performance and robustness, the new full-fledged module provides the customer with complete development flexibility. This flexibility is achieved by the integrated development platform within the actual module. The platform is aimed at user specific application software opening up new application possibilities as well as replacement options of the traditional host processor in smaller industrial devices.**

The connectBlue Embedded Bluetooth stack is embedded in the new OEM Serial Port Adapter 411, and therefore, the module does not require any driver or SW-stack in the host. Therefore, the customer can be up and running in the shortest possible time which is particular beneficial in the demanding industrial applications connectBlue tailor to.

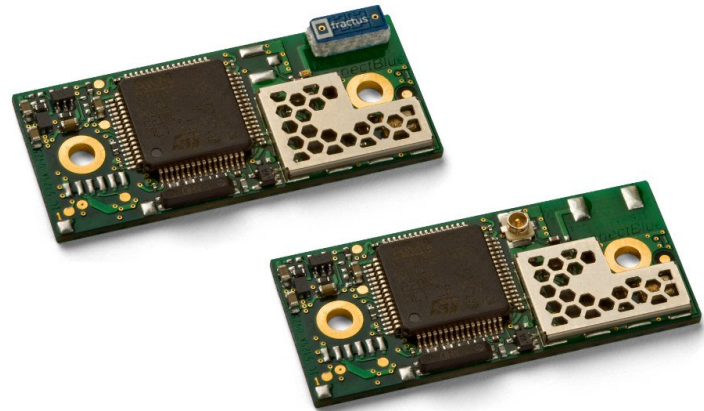
“The opportunity for customers to embed applications directly into the module opens up a new cost-efficient alternative for the smaller industrial devices,” said Rolf Nilsson, President of connectBlue. “Combining this market potential with the enhanced data rate opportunities, in addition to integrating world-class silicon technologies from STMicroelectronics and ST-Ericsson, we widen our already complete Bluetooth delivery in an unprecedented fashion.”

The new module is based upon the STM32 ARM-Cortex-M3 based microcontroller from STMicroelectronics and the STLC2500DB Bluetooth IC from ST-Ericsson. The new module supports the Bluetooth 2.1+EDR standard for Enhanced Data Rates (EDR) and provides an even higher data rate than the market leading performance of the present connectBlue Bluetooth Serial Port Adapters. Considering the new Bluetooth 2.1+EDR module is equipped with high speed UART (Universal Asynchronous Receiver/Transmitter) as well as SPI (Serial Peripheral Interface), it is possible to fully utilize the EDR data throughput. The module is also prepared for Bluetooth 3.0 via firmware upgrade.

Further, the OEM Serial Port Adapter 411 utilizes the connectBlue standard hardware and software compatibility over product generations and radio technologies. The module has a small form factor, low height and is available with integrated or external antenna. As with other connectBlue Serial Port Adapters utilizing Bluetooth technology, the module supports the Serial Port Profile (SPP) for fast and secure transparent serial data transmissions. The module also supports multi-point connections and the Extended Data Mode™ protocol for separated multi-point data channels, so that different data can be sent to / received from each slave.

Available in the new module will be all of the connectBlue firmware versions including I/O-, OBEX, HCI, I<sup>2</sup>C, repeater and the unique connectBlue Low Emission Mode for enhanced coexistence in demanding applications.

The module is fully Bluetooth qualified and radio type approved for Europe, US and Canada.



**Caption:**

*The industrial Bluetooth 2.1 + EDR module is mechanically and electrically compatible with connectBlue's existing Bluetooth, Wireless LAN and IEEE 802.15.4 modules.*

**About connectBlue**

*connectBlue™ is a leading provider of wireless solutions for demanding applications in hygiene, rough environment, mobility, control, personal safety and security areas. Based on Bluetooth technology, Wireless LAN and IEEE 802.15.4, connectBlue provides ready-to-use products and modules as well as custom design solutions in both hardware and software. connectBlue has offices in Malmö (Sweden), Chicago (USA) and Pfaffenhofen/Munich (Germany). For more information, please visit [www.connectblue.com](http://www.connectblue.com)*

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