



PRESS RELEASE

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connectBlue™ Celebrates 10 Years of Wireless Innovation

connectBlue, the innovative and market leading provider of wireless industrial solutions, celebrates 10 years in business and is marking its birthday during the Hannover Fair in Germany April 19-23.

10 years ago, the concept of “wireless” had just begun and it contained a promise connectBlue envisioned would go far beyond the personal area network scenario. As the name implies, connectBlue began as a provider of Bluetooth solutions aimed at industrial automation customers. In fact, already in 2001, connectBlue launched the world’s first industrial Bluetooth product.

“The first 10 years have meant substantial possibilities for us as our business grew quickly and we expanded into several new segments,” said Rolf Nilsson, President and founder of connectBlue. “And as the wireless needs of our customers grew, we also expanded into the other wireless technologies Wireless LAN and IEEE 802.15.4 / ZigBee.”

The founder’s industrial automation experience ensured connectBlue focused on a few key requirements: compatibility, extended life cycles and performance. Still today, these requirements are the focus of the connectBlue delivery. Thanks to its continued innovation, connectBlue has won recognition as a trendsetting organization in delivering reliable, future-proof solutions across wireless technologies.

“Our business has steadily grown into a business exceeding our expectations 10 years ago,” concludes Rolf Nilsson. “We are very proud of this accomplishment and grateful to our customers, distributors and employees who made it possible.”

connectBlue at Hannover 2010

Media, distributors, customers and potential customers are invited to stop by the connectBlue stand A46 in the Wireless Pavillion in Hall 7 to view product demonstrations and meet with CEO Rolf Nilsson, Sales Director Martin Engdahl and Sales Manager Leo Nieminen.

About connectBlue

connectBlue™ is a leading provider of wireless solutions for demanding applications in segments industrial automation, medical, instrumentation, diagnostics, logistics / transportation, vehicles and point of sales. Based on Bluetooth technology, Wireless LAN (WLAN) and IEEE 802.15.4 / ZigBee, 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

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