Bluetooth
SPECIAL INTEREST GROUP

Introducing the
Smart Way to Connect

The *Bluetooth*® ecosystem is exploding
Recent advancements in *Bluetooth* technology have created a significant market opportunity for manufacturers and application developers, offering the opportunity to differentiate from their competitors by building *Bluetooth* Smart devices.

Bluetooth®
SMART READY

***Bluetooth* Smart Ready** devices are the most effective way to connect to billions of *Bluetooth* devices in market today, and the over 5 million *Bluetooth* enabled devices commercialized every single day.

Examples include: phones, tablets, PCs, TVs, even set-top boxes and game consoles.

These hub devices efficiently receive data from Classic *Bluetooth* and *Bluetooth* Smart devices and feed it into applications that turn the data into useful information.

Bluetooth®
SMART

***Bluetooth* Smart devices** are designed to gather a specific type of information – are all the windows on my house locked, what is my insulin level, how much do I weigh today? – and send it to an application on a *Bluetooth* Smart Ready device.

Examples include: heart-rate monitors, Smart watches, window and door security sensors – the opportunities are endless.

Advantages of using *Bluetooth* Smart Ready & *Bluetooth* Smart marks

- **Increase product trial and purchase** with recognized, trusted brand marks
  - Research shows brand identifiers can drive trial and purchase
  - The *Bluetooth* brand has > 90% awareness with consumers
- **Eliminate consumer confusion and reduce product returns** with clear device compatibility identifier
  - Research has shown consumers want to know which device is compatible with another. The use of the *Bluetooth* Smart or *Bluetooth* Smart Ready mark helps achieve that objective
- **Build long-term end-customer loyalty**
  - The *Bluetooth* Smart and *Bluetooth* Smart Ready marks will transcend future spec versions reducing barriers and confusion to consumer device upgrades later – eliminate end-user questions: "Is *Bluetooth* v4.0 compatible with my existing *Bluetooth* device?"

Introducing the Smart Way to Connect

How can your product carry the mark? It's simple.
To bear the *Bluetooth* Smart Ready mark, the device must meet three criteria:

1. Built to *Bluetooth* v4.0 specifications with GATT-based architecture
2. Feature a dual-mode low energy radio, and
3. Allow for the device software to be updated by the consumer

Manufacturers of *Bluetooth* Smart Ready devices need to provide a way for third parties to create and distribute applications that receive data from *Bluetooth* enabled devices.

To bear the *Bluetooth* Smart mark, the device must meet these two criteria:

1. Built to *Bluetooth* v4.0 specifications with GATT-based architecture, and
2. Feature a single mode low energy radio

Bluetooth Smart devices are ready to work with *Bluetooth* Smart Ready hubs. An application must be developed to use the data being sent to the hub from the *Bluetooth* Smart device.

Best Practices
Consumers have limited time to shop, every second counts. Provide them the quick answer to their critical compatibility question while building credibility for your device.

1. Use the *Bluetooth* Smart or *Bluetooth* Smart Ready marks in the following formats:
   - Place Logo on product packaging, point of sale materials and advertisements
   - Place Text in spec tables, web page listings and press materials
2. For *Bluetooth* Smart devices, reference *www.bluetooth.com/smartproducts* to show consumers the *Bluetooth* Smart Ready products your device can connect to.

Brand Guide
Here are some quick guides on using our trademarks. Please download and refer to the Bluetooth *brand book* for complete guidelines on using the *Bluetooth* Smart and *Bluetooth* Smart Ready marks on packaging and in text.

Bluetooth Smart Ready mark:
Logo format - the acceptable *Bluetooth* Smart Ready mark reproduction:

Text format - examples of the correct form for the mark:
Bluetooth® Smart Ready television or
Bluetooth® Smart Ready device(s)

Bluetooth Smart mark:
Logo format - the acceptable *Bluetooth* Smart mark reproduction:
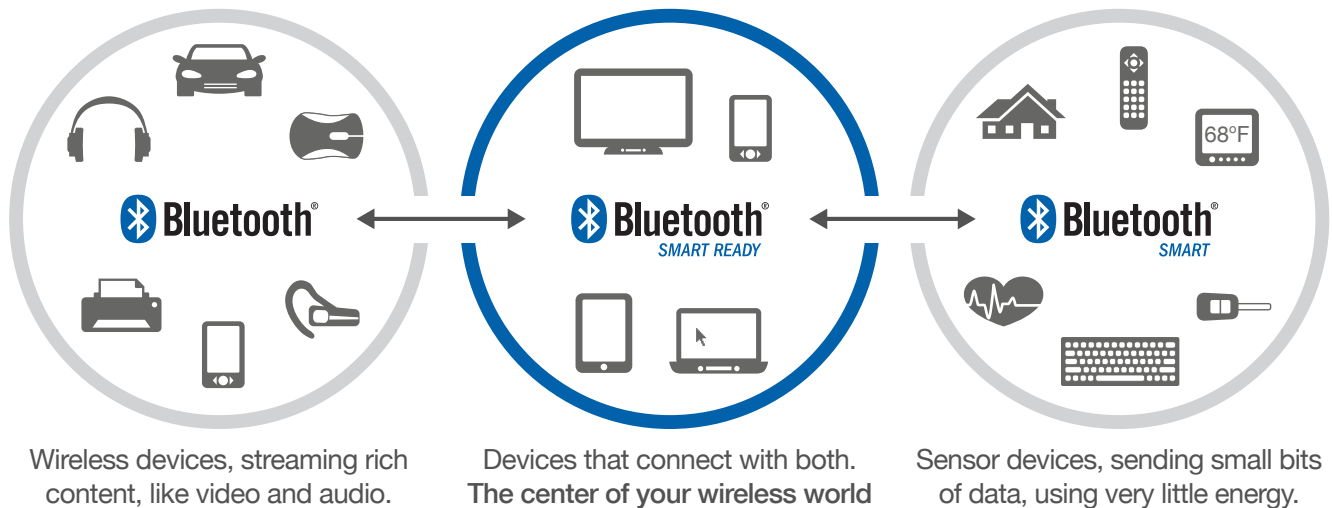
Text format - examples of the correct form for the mark:
Bluetooth® Smart heart monitor or
Bluetooth® Smart device(s)

Introducing the Smart Way to Connect

Understanding Compatibility

Wireless devices, streaming rich content, like video and audio.

Devices that connect with both.
The center of your wireless world

Sensor devices, sending small bits of data, using very little energy.

Additional Information

- For more details on *Bluetooth* Smart marks and the opportunity visit *www.bluetooth.org/smartmarks*
    - You'll find a recorded webinar, video, frequently asked questions and more
- For the list of *Bluetooth* Smart devices in the marketplace visit *www.bluetooth.com/smartproducts*
- For examples of *Bluetooth* Smart marks on merchandising visit *www.bluetooth.com/smartmarketing*
- For complete brand guidelines and logo files download the Bluetooth *brand book*
- For questions on *Bluetooth* Smart marks usage please contact *Brand Manager*

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