

# Wibree - Ultra Low Power Connectivity for Small Devices

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## >> New radio technology for ultra low power applications

Wibree is a new radio technology developed by Nokia, that complements other local connectivity technologies. It consumes only a fraction of the power compared to other such radio technologies, enabling smaller and less costly implementations and it is easy to integrate with Bluetooth solutions.

## >> Open industry initiative

Wibree is the first open technology offering connectivity between mobile devices or personal computers, and small, button cell battery power devices such as watches, wireless keyboards, toys and sports & health care sensors.

>> Ultra low power cannot be achieved with existing open standards

Currently available standardized local connectivity technologies are not optimized for ultra low power applications

>> Proprietary technologies dominate the ultra low power market

Proprietary technologies have not been accepted by the high-volume mobile device market as a low-power solution due to lack of interoperability and several frequency variants in different geographic areas

- >> Bluetooth is a great technology and brand, adopted worldwide
  - Bluetooth is widely used in mobile devices like PC's and phones, as well as in wireless headsets. However, other products relying on button cell batteries as a source of power, e.g. watches, toys and human interface devices, are not served effectively by Bluetooth.
  
- >> Wibree is complementary ultra low power technology
  - Wibree is optimized on one hand for small devices and on the other hand for integration with Bluetooth in larger devices, effectively enabling communication between devices today carrying Bluetooth and a wide range of tiny, button cell battery powered devices.
  
- >> Nokia continues to support Bluetooth
  - Bluetooth has an important role in Nokia's local connectivity strategy and Nokia's position as active Promoter member in Bluetooth SIG is unchanged.

## >> Fast availability of new technology

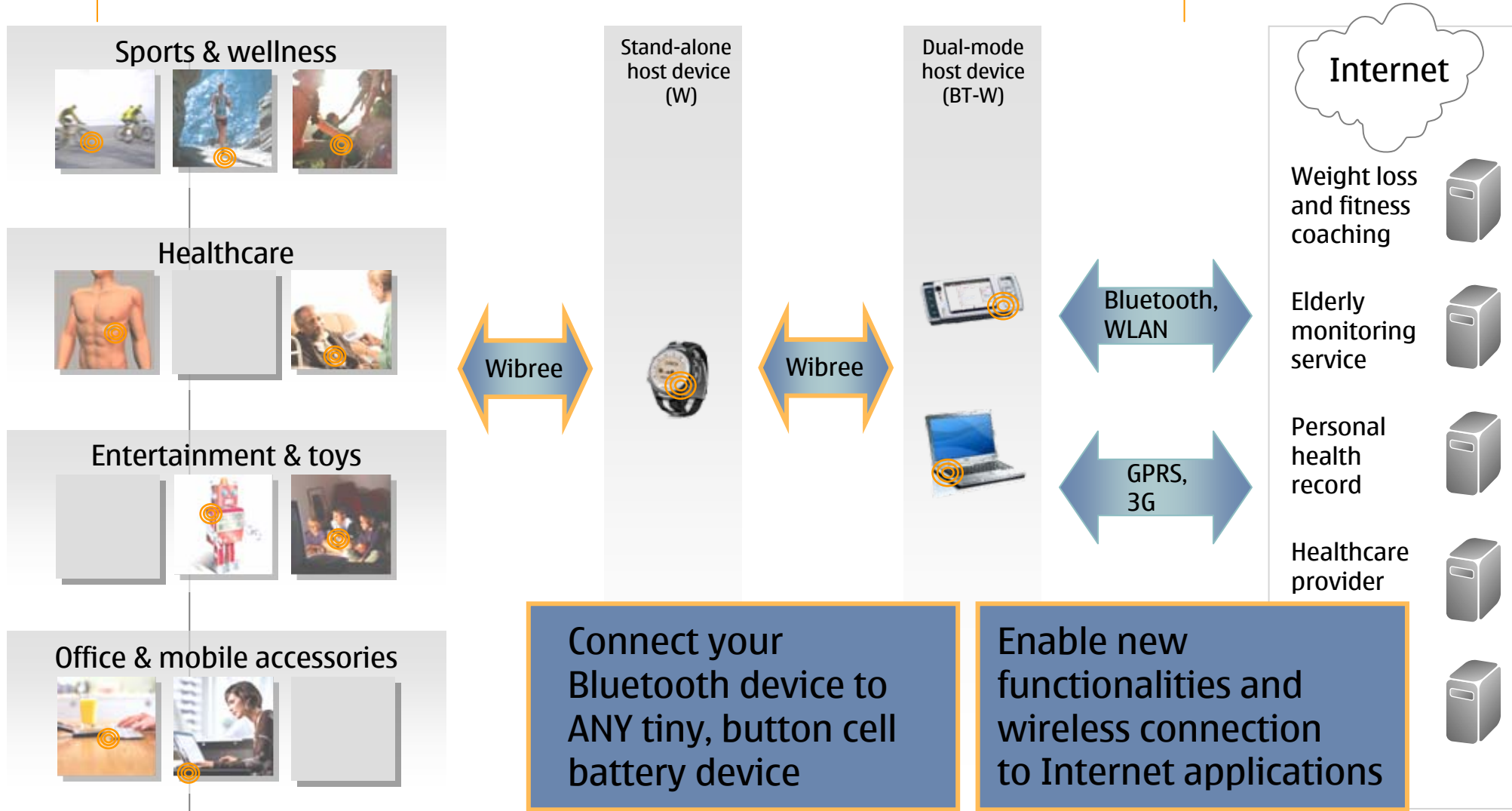
In order to ensure fast availability of the new technology, Nokia is defining the Wibree interoperability specification together with a group of leading companies representing semiconductor manufacturers, device vendors and qualification service providers. The first commercial version of the specification is expected to be available by 2<sup>nd</sup> quarter 2007.

## >> Open industry forum

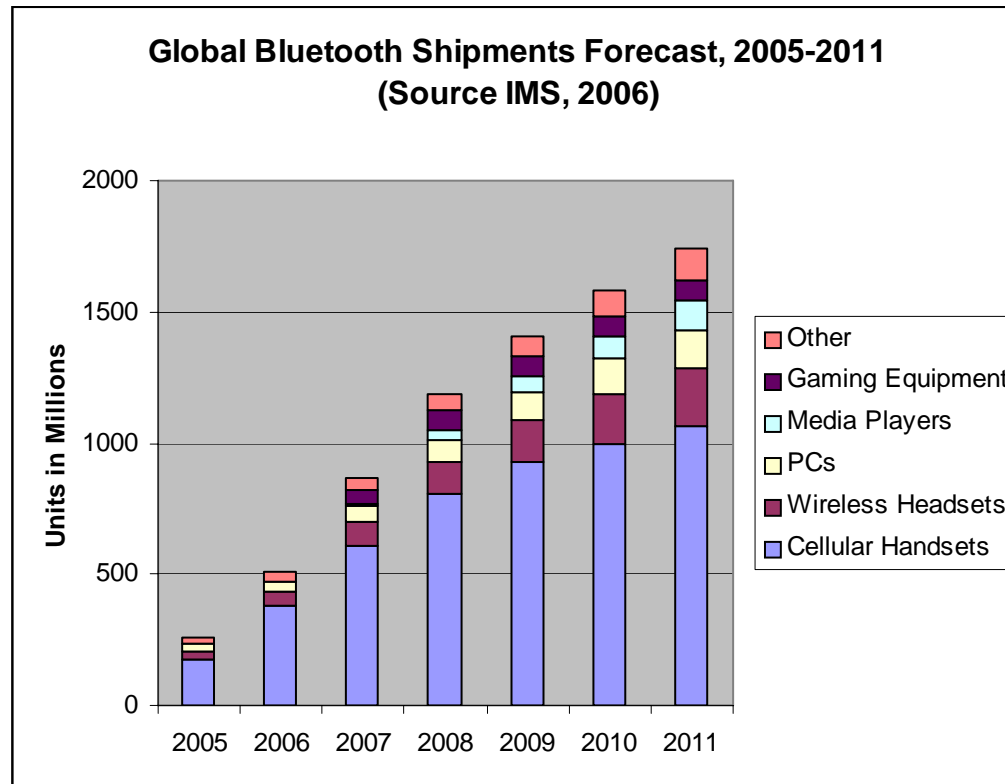
The technology will be made broadly available to the industry through an open and preferably existing forum enabling wide adoption of the technology. The forum will be established by 2<sup>nd</sup> quarter 2007.



# A new world of wireless connectivity for small devices

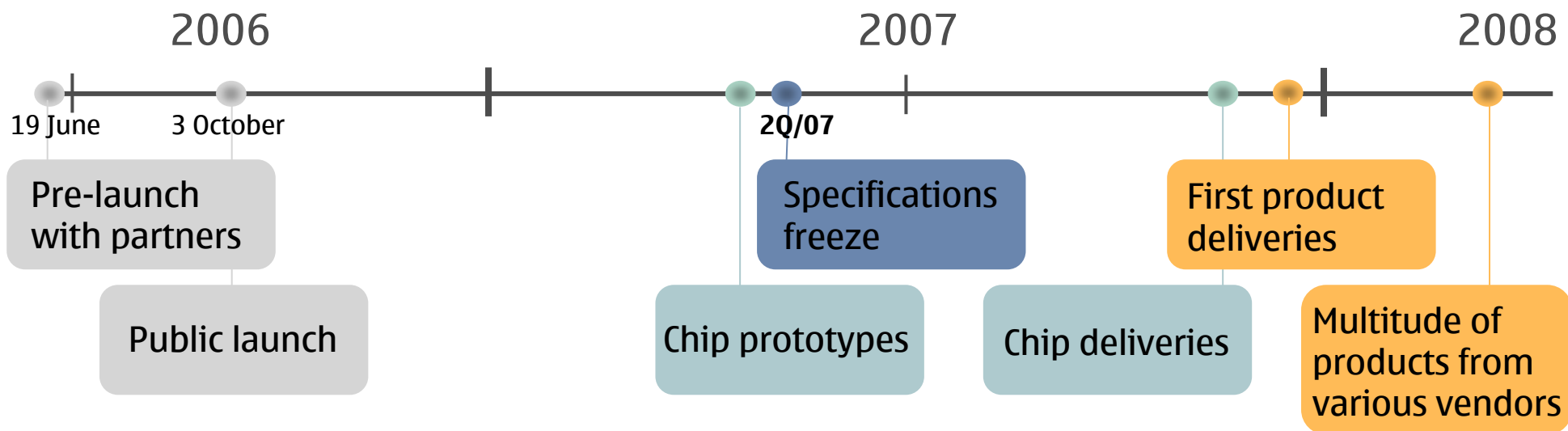


- >> Wibree Dual-mode: +1 Billion host devices in 2010?
- >> Wibree Stand-alone: XXX Million ultra low power devices?



# Implementation schedule

- >> Launch 2006
- >> First products 2007
- >> Mass shipments 2008



Thank You!



**wibree** 