



FOR IMMEDIATE RELEASE

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Ellisys Sponsors Third Annual *Bluetooth* Innovation World Cup Contest Awards to Innovator of the Year to Include an Ellisys *Bluetooth* Protocol Analyzer

Geneva, Switzerland — June 15, 2011 — Ellisys, a worldwide leader in protocol test and analysis solutions, today announced that it is sponsoring the Third Annual *Bluetooth*® Innovation World Cup (IWC), as preferred technology sponsor. The IWC, promoted by the *Bluetooth* SIG, calls on developers, entrepreneurs and students to submit concepts, new products, or prototypes for applications that make use of the low energy feature of *Bluetooth* v4.0. Several awards will be presented to the Innovator of the Year, including an Ellisys BEX400LE *Bluetooth* Instant Protocol Analysis System.

"We're pleased to participate as a sponsor for IWC 2011, and to help promote innovation associated with *Bluetooth* low energy technology," stated Mario Pasquali, Ellisys president. "Our sniffer is the perfect equipment for bringing an innovative idea to the market in the shortest delay. We hope our prize will motivate innovation and we look forward to seeing all the great ideas and concepts presented by the IWC entrants."

Entering the IWC Competition

Entries are being accepted for the IWC through September 15th, 2011 at www.InnovationWorldCup.com. Prototypes, products, and ideas from finalists will be presented at MEDICA in Dusseldorf, Germany in November 2011 and at CES in Las Vegas, Nevada in January 2012. The award for Innovator of the Year will be announced at ISPO in Munich, Germany in January 2012. In addition to receiving an Ellisys BEX400LE analyzer, the Innovator of the Year will receive prize money of \$5,000 and a *Bluetooth* Qualification Program voucher, worth up to \$10,000. See the IWC web page (above) for more information on contest categories, promotional opportunities and prizes, and other details.

Ellisys BEX400LE *Bluetooth* Instant Protocol Analysis System

The Ellisys BEX400LE All-Channel sniffer robustly records any packet, at any time, from any neighboring piconet, with zero-configuration and without being intrusive. The revolutionary BEX400 hardware engine, powered by proprietary Ellisys Rainbow™ technology, supports synchronous Full-Spectrum, All-Channel concurrent capture of Classic *Bluetooth* technology (v2.1 + EDR), *Bluetooth* v4.0 and the hallmark feature, *Bluetooth* low energy technology, as well as HCI traffic.

Explorer Availability, Product Photos, and Information

The Ellisys *Bluetooth* Explorer 400 Instant Protocol Analysis System is available from Ellisys directly or through a worldwide distribution network. For more information, including software downloads, please contact bt@ellisys.com.

A high-resolution photo can be downloaded from: www.ellisys.com/archive/images/bex400.png

A screenshot of the Analyzer software is available at: www.ellisys.com/archive/images/bex400_soft.png

Additional information can be found at: www.ellisys.com/products/bex400



About *Bluetooth* Wireless Technology

Bluetooth wireless technology is the global wireless standard for personal connectivity of a broad range of electronic devices. More information is available on www.Bluetooth.com.

About Ellisys

Ellisys is a Test and Measurement company committed to the design and timely introduction of advanced protocol analysis solutions for USB, SuperSpeed USB 3.0, and *Bluetooth* wireless technology. More information is available on www.ellisys.com.

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World Class Solutions for USB, SuperSpeed USB, Wireless USB, WiMedia, *Bluetooth* technology

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