Bluetooth®

Seminar Series

Tools, Techniques, and Trends

An Introduction to the Bluetooth Qualification Program

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Bluetooth SIG, Inc.

Specification
We expand the capabilities of Bluetooth technology

Qualification
We drive Bluetooth interoperability

Promotion
We grow the Bluetooth brand

92%

of global consumers are aware of the Bluetooth brand
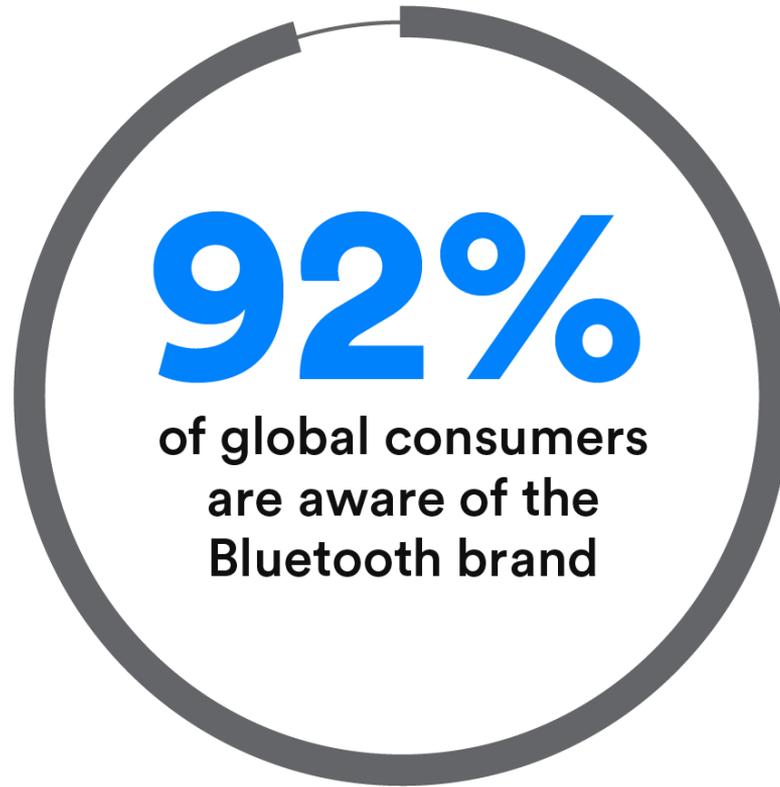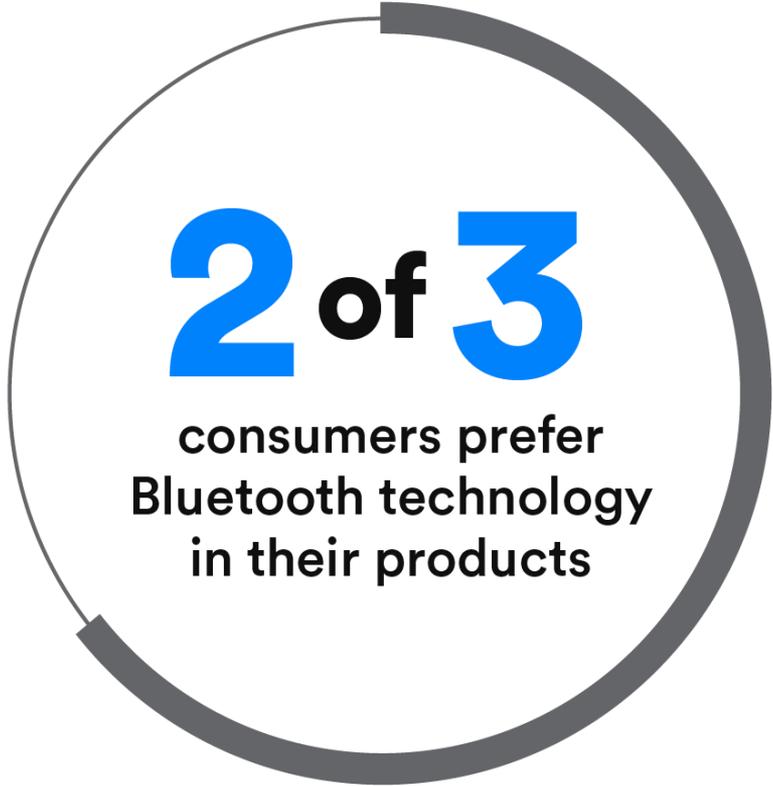
2 of 3 consumers prefer Bluetooth technology in their products

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more than

half

of consumers find the Bluetooth logo positively impacts their purchase choice

Go to Market

membership

qualification
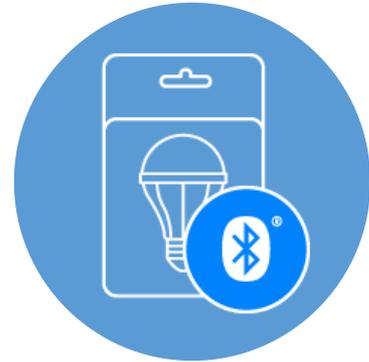
**branding**

Go to Market

members only

# membership requirements
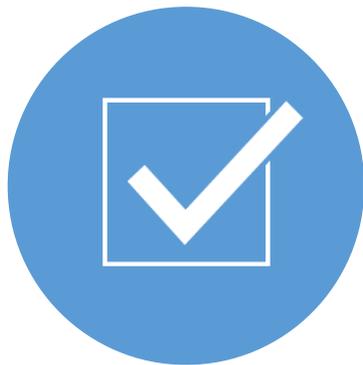
Bluetooth qualification program
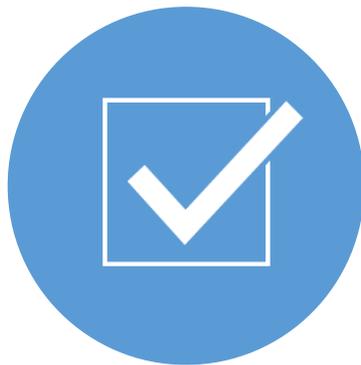
Show compliance
to Specification and
Interoperability

List
your product
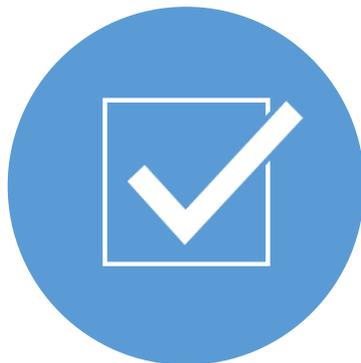
	Using a pre-qualified design without modification	Completely new design	Modified a pre-qualified design	Using a design that qualified as a component product type
Required Testing		✓	✓	✓
No Required Testing	✓			
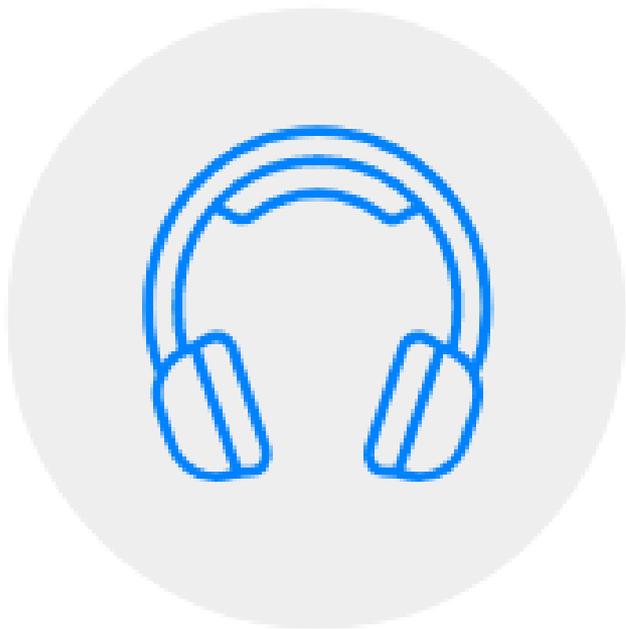
Scenario #1:

Integrating a chip in my headphones and form a completely new design
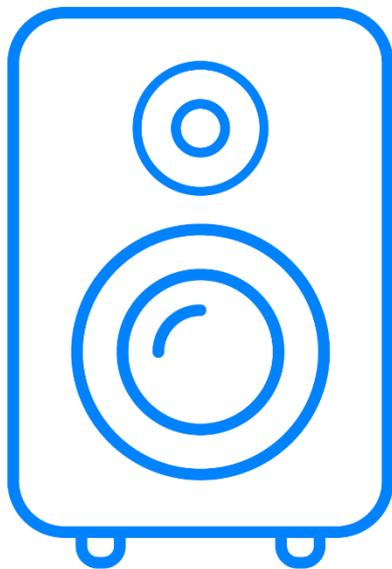
Scenario #2:

**Adding my company's logo to a previously qualified Bluetooth speaker**
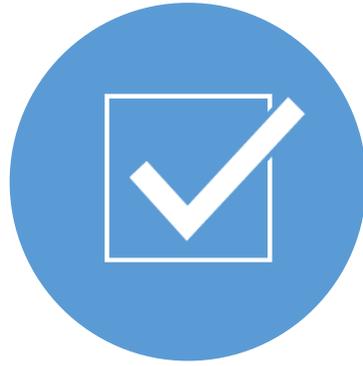
Bluetooth qualification test facility
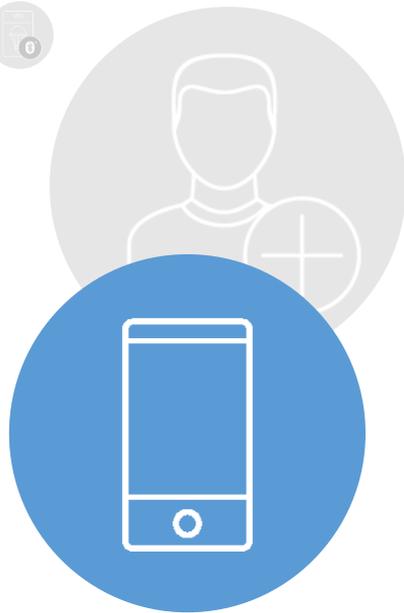
**First product**

(Administrative fee required)

Second product with same Qualified Design
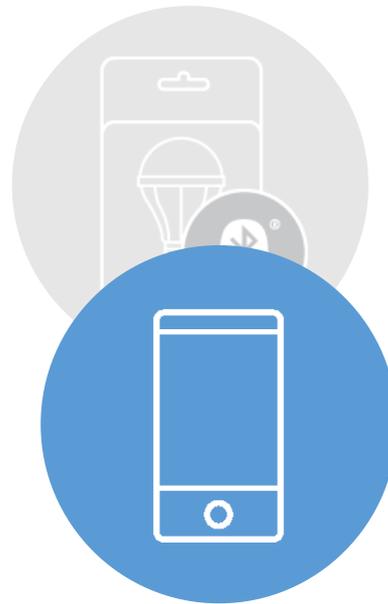
(No fee)

Third product with same Qualified Design

(No fee)
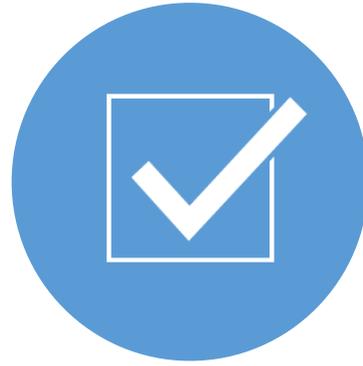
Bluetooth qualification consultant

Branding

Bluetooth ®

Common Branding Errors

Unbranded
Lacks Seller's Branding
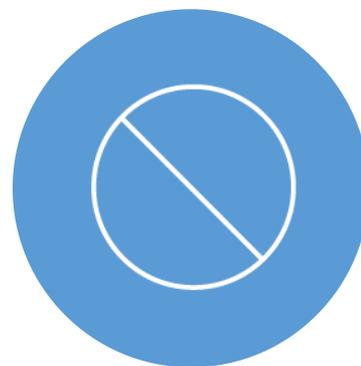
Misbranded
Incorrect Trademarks

Bluetoot[...]ide-logos

450

Inquiries from Customs last year

100

SIG letters
of authorization

350

Pending shipments
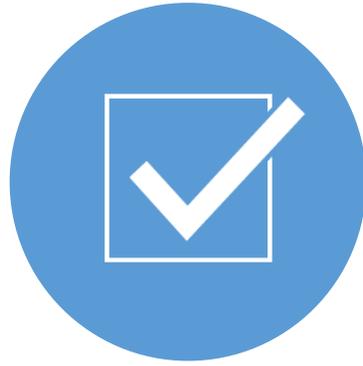
Enforcement Program

Thank you!

Questions?

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