



# Bluetooth<sup>®</sup> Seminar Series

Tools, Techniques, and Trends

# Qualification to Product Launch

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# Agenda    Qualification Or Certification

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## Certification

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## Interoperability

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# Qualification Vs Certification

## Qualification

Market Driven schemes to use appropriate logo  
Interoperability and performance,  
as in Bluetooth, Wi-Fi, PTCRB, GCF

## Regulatory Certification

Compliance with RF / SAR / EMC / Safety Standards

Mandatory to enable product sale.

Government agency dictates requirements.

Used to achieve Global Market Access

**Gaining one approval is not synonymous with getting the other....**



# Qualification Testing

## Qualification

RF

Protocol

Interoperability

BQC Services

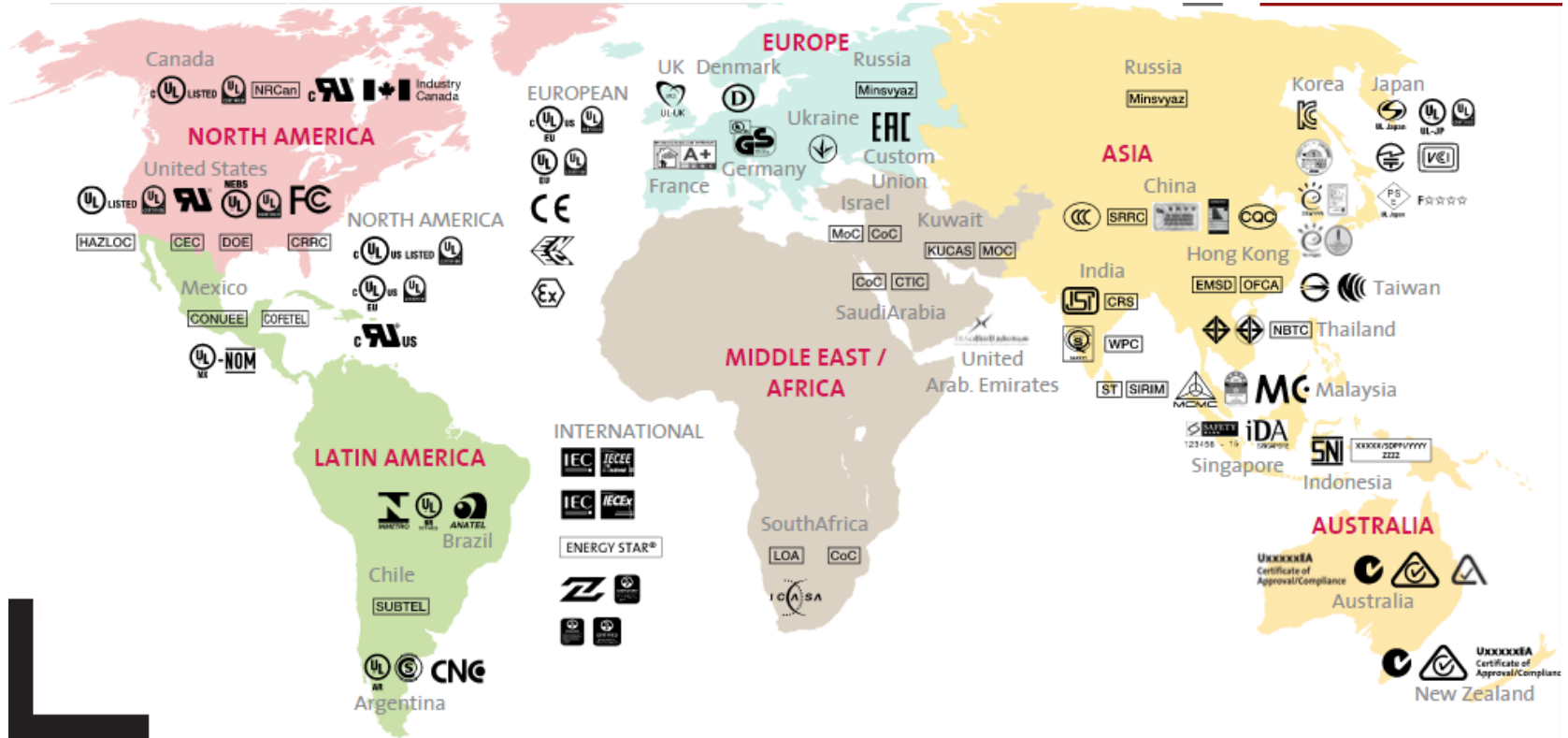
# What is Global Market Access?

- **Global Market Access (GMA) is meeting product compliance requirements of target markets into which you wish to enter.**
- **How Your Testing Labs and GMA Experts can help you approach the market access:**



# Global Market Access

Integrated solutions for safety, EMC, wireless and energy efficiency compliance



# Regulatory Overview

- Most countries have a level of regulatory requirements
  - Drivers:
    - Consumer demands or consumer protection
    - Economic status of the country
    - Trade barriers
  - Wide range of Requirements:
    - No requirements
    - Extremely rigid products testing and certification regulations
- Regulatory requirements must be met to enable the placement of products on the country market

Knowledge is key – not knowing regulations will not equal forgiveness



# Work with Your Test Lab and GMA teams

- Determine if any certifications are mandatory:
  - Is safety certification mandatory?
  - Is EMC/wireless certification mandatory?
    - Can we leverage module approval or is system level approval required?
    - Can we leverage existing testing?
    - What is the environment the product will be used in and is an approval mandatory in this situation?
  - Are environmental regulations mandatory?
    - Energy efficiency
    - Restricted substances
    - Electronic take-back programs



# 3 Key Points

- ✓ Have a clear plan on when and where you are going to market the product!
- ✓ Define the Order of approval requirements.
- ✓ Think about the wider approvals requirements and possible acceptance of existing approvals documentation.



# What is interoperability testing?

- Let's start with a definition...

*IOP can be defined as:*

*The ability of products, developed in isolation, to reliably connect and communicate with one another without specialized intervention.*

# Internet of Things – Interoperability

The mobile phone is the gateway to the Connectivity

- Connection technologies
- More complex networks
- Increased expectations
- Higher consequences
- Ever changing landscape





## Why bother with interoperability?

- Early problem detection
- Less Call Centers traffic
- Reduce customer returns
- Brand Protection
- Improves customer satisfaction
- Increase profitability!

# Thank you!

Questions?



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