

connectBlue™



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**connectBlue™ Releases a Turnkey Bluetooth Low Energy Module**

**Bueckeburg, 21 February – connectBlue launches a new Bluetooth module based on the latest Bluetooth Specification Version 4.0, featuring Bluetooth low energy technology. The Bluetooth low energy platform module OLP425 offers a unique set of features and functionality that provides customers with a turnkey complete solution. The OLP425 can either be delivered as is with digital and analog GPIOs or complete with battery, temperature sensor, accelerometers, and humidity sensor.**

Bluetooth low energy technology was introduced in 2010 in the Bluetooth v4.0 Specification. Bluetooth low energy technology is rapidly being integrated in small mobile Android / Apple iOS / Windows devices thanks to the unique features of an extremely long battery lifetime, fast connection times and interoperability focus provided by the standard. Industrial and medical customers can now easily utilize "apps" for Human Machine Interface (HMI), gateway and data acquisition functionality. In the past they had to rely on application tailored tools; now they can use a smart phone instead.

"But we can offer more than "just" the Bluetooth low energy advantages," says Rolf Nilsson, CEO of connectBlue. "Our new OLP425 module is a unique low energy platform; our hardware is either delivered out-of-the-box or it is extra-equipped with added features. The customers then embed their own application software. All in all – our new module provides a complete and cost efficient Bluetooth low energy experience."

connectBlue's Bluetooth low energy platform module OLP425 is delivered with a number of digital and analogue GPIOs. The module can be equipped to support additional customer requirements with a coin cell battery, temperature sensor, accelerometers, and humidity sensor. Using the IAR Embedded Workbench, the customers then embed their own application software in the Bluetooth low energy platform module OLP425. Such possible customer application software includes machine / device access and asset management, data conversion, data acquisition, and logic.

Since Bluetooth low energy technology is particularly suitable for small, mobile devices, connectBlue is introducing a new smaller connectBlue module standard with the Bluetooth low energy platform module OLP425. The Bluetooth low energy platform module OLP425 is radio type approved for FCC, IC and R&TTE, compliant with EMC, Safety and Medical standards, and Bluetooth 4.0 qualified. These certificates allow customers to save on development resources and easily integrate wireless communication without having to go through lengthy and costly approval and qualification processes.

An application scenario for the Bluetooth low energy platform module OLP425 is the collaboration between connectBlue and Tridentify (which was announced on October 12, 2011). The solution revolutionizes the handling of blood bags as it allows blood banks to increase blood availability, tracking and quality.

**About SE Spezial-Electronic AG**

SE Spezial-Electronic AG was founded in 1970 and today is an internationally operating distributor of electronic components. The Company is headquartered in Bückeberg (Lower Saxony) with branches in Dortmund and Ellwangen as well as subsidiaries in Russia, Poland, the Czech Republic and the Netherlands. The portfolio includes ICs/modules for the sectors analog, mixed signal and NW/telecommunications, DC/DC converter and power supplies, TFT and passive LC displays, LCD controllers, flash memories, mobile phone/Bluetooth/WLAN products, RFID transponders and readers, discreet semiconductors, quartz products, passive and electromechanical components.

**Voucher copy requested:**

SE Spezial-Electronic AG  
Christine Wunderlich  
- Voucher copy press release-  
Friedrich-Bach-Str. 1  
31675 Bückeberg

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