



The global standard for simple, secure device communication and positioning

### Bluetooth® Classic

#### Solution Areas



AUDIO STREAMING



DATA TRANSFER

#### Device Communication



POINT-TO-POINT

#### Basic Rate/ Enhanced Data Rate Radio



### Bluetooth® Low Energy

#### Solution Areas



AUDIO STREAMING  
(COMING)



DATA TRANSFER



LOCATION SERVICES



DEVICE NETWORKS

#### Device Communication



POINT-TO-POINT



BROADCAST



MESH

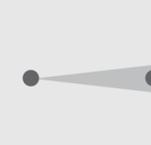
#### Device Positioning



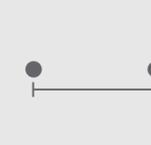
PRESENCE



PROXIMITY



DIRECTION



DISTANCE  
(COMING)

#### Low Energy Radio

