Apple Adds Bluetooth Technology to iPod Nano

Apple announced the addition of three new products into the **Bluetooth** v4.0 ecosystem - the highly anticipated iPhone5, iPod Nano and iPod Touch. The iPhone 5 and iPod touch are Bluetooth Smart Ready hubs, making it possible fora wide-range of devices from a mobile phone to a sensor device like Nike's new Hyperdunk+ basketball shoe or Polar's H7 heart rate strap, to connect, collect and share information in real-time. The easy andreliable connection supplied by Bluetooth technology enables the three new Apple devices to communicate securely with the more than seven billion Bluetoothenabled devices already on the market.

"Bluetooth v4.0 is the only wireless technology available today that provides low energy consumption, security, performance and the massive installed base manufacturers need to create, innovate and enhance the usability of their products," said Suke Jawanda, CMO, Bluetooth Special Interest Group. "Apple knows it – in today's keynote the company called out Bluetooth technology as one of the biggest requests for the iPod Nano. Our 16,500 member companies also know it. To make the wireless connectivity of your product better, the clear and obvious choice is to use Bluetooth."

Today's Apple announcement also highlighted the company's aggressive global rollout plans for its new products, placing Bluetooth Smart Ready hubs in the hands of more consumers and ensuring that developers will have even more incentive to make their products better with Bluetooth. By adding Bluetooth v4.0 to the new iPhone 5, iPod touch and iPod Nano, Apple not only gives consumers the ability to stream high fidelity music to speakers and earphones, but also connect to thousands of new ultra power efficient Bluetooth Smart products like watches, training shoes and heart rate monitors. This connectivity is the convenience that Bluetooth provides to consumers and the opportunity that Bluetooth v4.0 presents to developers. No other wireless technology comes close to providing the convenience, ubiquity and performance that Bluetooth provides.

"Adoption rates of Bluetooth v4.0 are rapidly increasing in the smartphone, laptop, and tablet markets, creating hundreds of millions of Bluetooth Smart Ready hubs," said Peter Cooney, wireless connectivity practice director at ABI Research."Apple is at the heart of this revolution adding Bluetooth v4.0 to many of its products including the iPhone 4S, iPad 3, Mac Mini, and Macbook Pro and Air laptops. It has

increased its Bluetooth Smart Ready Hub portfolio with its iPhone 5 and new iPod devices, further showing its commitment to the technology. This will be a major boost to Bluetooth Smart market growth over the coming years."

For more information please visit www.bluetooth.com [1].

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