

All you ever wanted to know about Bluetooth (and buy), but were afraid to ask

Submitted by: Pirate Communications

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Blueunplugged.com, the world's first and only specialist retailer of Bluetooth products, is the official retailer of the Bluetooth Congress taking place at the Amsterdam RAI, Holland from 12th - 14th June 2002. This is the first time that a dedicated retail facility has been included as part of the show.

Blueunplugged.com, as a pioneer in Bluetooth retail, was selected as a natural retail partner because Bluetooth products are becoming available more widely and consumers are allowed to attend the Congress for the first time. As well as retailing Bluetooth products, Blueunplugged.com also provides advice on interoperability and solutions for a range of situations through its website.

Blueunplugged.com has been operating for just over one year and has made a profit in its first full year of trading.

At the congress, Blueunplugged.com will be operating a 'bricks and mortar' shop, with stock available for purchase there and then and people on hand to help with any Bluetooth matter. Bluetooth products are available from a range of manufacturers for purchase along with special offers and promotions both online and at the Congress.

Products include Sony Ericsson's T68, the most technologically advanced mobile phone on the market, TDK's PC card to Bluetooth enable your notebook or PDA for example and Motorola's half-dollar sized single-ear headset which connects to all Bluetooth phones. In addition there is a full range of all Bluetooth products available, such as PCs, Car Kits and camcorders, as well as documenting exciting future Bluetooth products soon to be available.

The Bluetooth Congress is the official congress of the Bluetooth Special Interest Group (SIG), and the major international meeting place for Bluetooth professionals. The congress consistently draws a high level international audience and is universally recognised as the major international meeting for the Bluetooth World.

Dave Bell, managing director of Blueunplugged.com, said:

'This is an exciting time for the whole Bluetooth industry, with consumer products finally becoming available in reasonable quantities and a growing interest in the whole Bluetooth concept. We expect to see significant demand for products at the event and through our website in the run up to the Congress and after it is over.'

However, as with any young technology market, if it's going to take off consumers must feel comfortable that the solutions work and that help is at hand. Blueunplugged.com has taken on the role of helping users get into Bluetooth, which we think is a great basis for our business as well as helping to

kick-start the Bluetooth market.

As part of the promotion for the congress, customers will be directed through to [Blueunplugged.com](http://www.blueunplugged.com) from the relevant websites <http://www.bluetooth.com>, <http://www.bluetoothcongress.com> and <http://www.blue.telecoms.com> which will complement the volume of internet traffic received daily from its high positioning with search engines. [Blueunplugged.com](http://www.blueunplugged.com) is also featured on congress tickets and literature distributed to attendees.

Click on to <http://www.blueunplugged.com> to keep up to date with developments.

For further information, please contact:

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Notes to editors:

About [Blueunplugged.com](http://www.blueunplugged.com)

[Blueunplugged.com](http://www.blueunplugged.com) is the world's first and only specialist retailer of Bluetooth products.

[Blueunplugged](http://www.blueunplugged.com) sells every commercial Bluetooth product currently available. Manufacturers include: Sony Ericsson, TDK, 3Com, Nokia, Anycom, HP, Parrot, Troy, Widcomm, Pico, Toshiba, Sunderland, Socketcom, Compaq, Xircom, Red-M, Inventel, Palm and Fujitsu.

[Blueunplugged.com](http://www.blueunplugged.com) has been operating for just over one year and has made a profit in its first full year of trading. Its customer base comprises individuals in many leading companies including: 3Com, Alcatel, Apple, BT, Barclays, Blaupunkt, Broadcom, CSR, NHS Trust, Compaq, Epsom, Ericsson, France Telecom, Gillette, Hewlett Packard, IBM, Intel, Kenwood, Lucent, Mitsubishi, Motorola, NASA, Plantronics, Reuters, Siemens, Sun Chemical, Sony, Texas Instruments, Luxor Casino, Visteon and Widcomm.

[Blueunplugged.com](http://www.blueunplugged.com) is owned and operated by Locallae Corporation Ltd, an innovative high technology company located at the Technology Park in Liverpool, England. As well as being the fastest growing city in the UK, Liverpool is nominee city for European Capital of Culture 2008, and well known for its creativity not to mention its low cost base and the availability of a young, highly trained and motivated workforce.

What is Bluetooth?

The following is extracted from

<http://www.bluetooth.com/tech/works.asp>

where additional information is available.

Bluetooth™ wireless technology revolutionizes the personal connectivity market by providing freedom from wired connections - enabling links between mobile computers, mobile phones, portable handheld devices, and connectivity to the Internet. Interface, synchronize, exchange? All of the above, and more. Bluetooth technology redefines the very way we experience connectivity.

Where it works

Everywhere. Hardware that complies with the Bluetooth wireless specification ensures communication compatibility worldwide. As a low-cost, low-power solution with industry-wide support, Bluetooth wireless technology allows you to bring connectivity with you. You define the boundaries of your productivity - in Europe, in Asia, in America, in whatever place your business may take you.

Why it works

Establishing a standard means integrating well-tested technology with the power-efficiency and low-cost of a compliant radio system (about the Specification). Establishing a standard also means a group of industry leading promoter companies who drive the specification forward (about the Bluetooth SIG). Bluetooth technology works because it has been developed as a cross industry solution that marries a vision of engineering innovation with an understanding of business and consumer expectations.

Who's making it work

Bluetooth wireless technology is supported by product and application development in a wide range of market segments, including software developers, silicon vendors, peripheral and camera manufacturers, mobile PC manufacturers and handheld device developers, consumer electronics manufacturers, car manufacturers, and test and measurement equipment manufacturers.