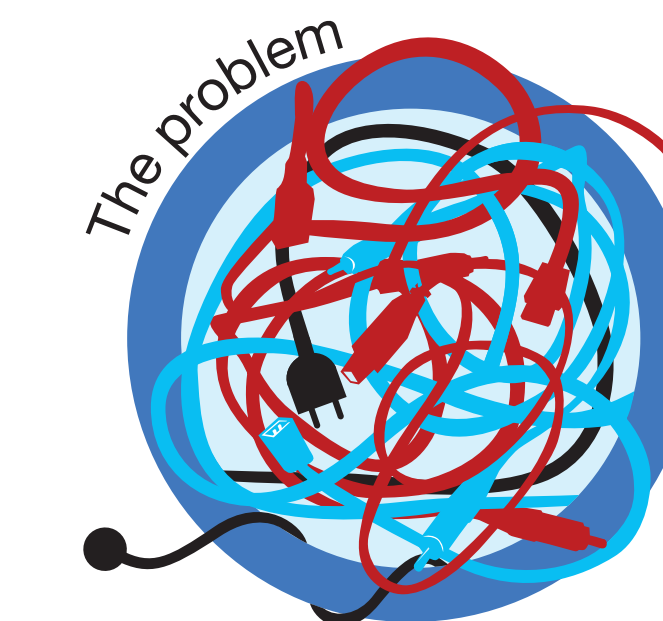


# Got Bluetooth?

Bluetooth has become a part of everyday life. Did you know the Bluetooth standard for short-range wireless communication was developed by Ericsson researchers in 1994 working in Sweden? Since Bluetooth was designed to unify standards, the Bluetooth Special Interest Group (SIG) named it after King Harald "Bluetooth" Gormsson, who united three Danish tribes into one Danish kingdom. Why was the king called Bluetooth? He liked blueberries so much he had blue teeth.

## Data capacity

1998: 721kbps  
 2004: 2.1Mbps  
 2009-2012: 24Mbps using 802.11 link



5 million new Bluetooth products shipped every day  
 Joining the 3 billion already out there

## The inventors



Ericsson Researchers



Nearly 95% of all mobile phones have Bluetooth capabilities.

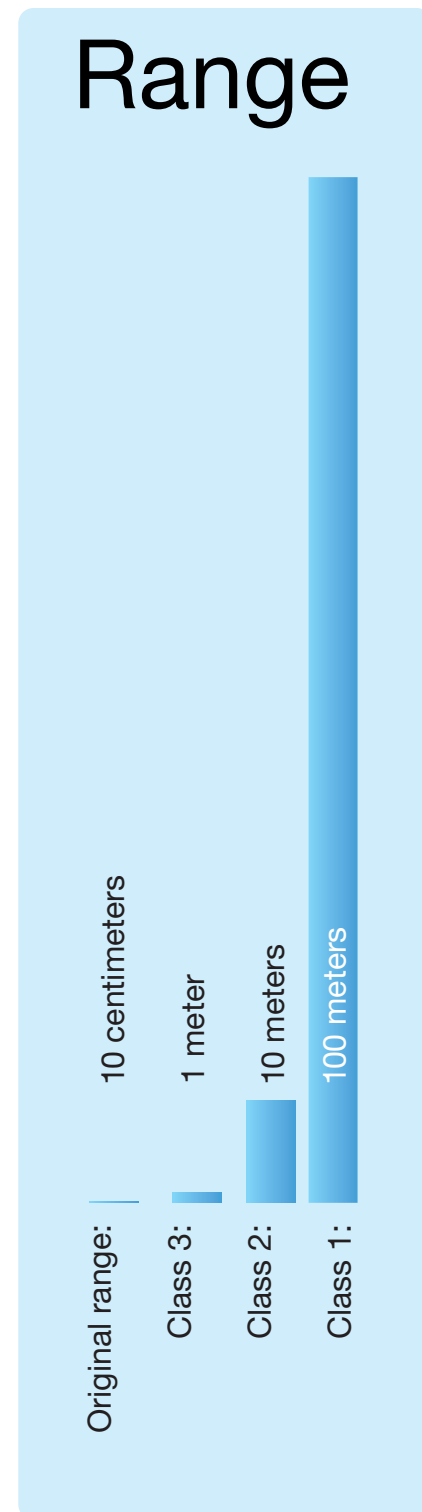
The size of a class-3 Bluetooth chip

The size of a blueberry

### The name Bluetooth

wasn't really meant to be the final name of the standard. When they first named it, it was just a code name for the technology. It ended up sticking though, and became the official name of the standard.

The Bluetooth logo also stems from King Harald Bluetooth with the long-branch Nordic runes for "H" and "B" comprising the design you see in the blue oval of the logo.



## Bluetooth devices

Just a few of the devices featuring Bluetooth for the first time over the past dozen years:

- 2000 – headset
- 2001 – printer
- 2001 – hands-free car kit
- 2002 – keyboard
- 2002 – digital camera
- 2004 – stereo headphones
- 2006 – sunglasses
- 2007 – television
- 2012 – keyboard pants