



Bluetooth Technology Conference Sophia-Antipolis - October 26, 2010



Sophia-Antipolis, October 13, 2010:

TEAM COTE D'AZUR, the Economic development Agency of the Côte d'Azur region, attracts the first Mediterranean *Bluetooth* Technology Conference.

"Being recognized as the leading French region for research and development that is well known for its dedication to technical innovation and progress, Sophia-Antipolis is the perfect setting for the European "Official" Bluetooth technology conference. The fact that the Bluetooth SIG chose Sophia Antipolis for this important developer conference expresses very well the importance of the region as a European hub for connectivity and mobility related technologies. Since the 1970s Sophia Antipolis has been known as one of Europe's major technology parks and Team Côte d'Azur, by attracting the Bluetooth Technology Conference maintains a strategy of development driven by innovation."
Explains Jean-François Chapperon, IT inward Investment Manager at team Côte d'Azur

The Bluetooth technology conference in Sophia-Antipolis offers the unique opportunity to learn about the latest achievements and possibilities within Bluetooth technology, presented by global players such as CSR, Anritsu, Frontline Test Equipment, Nordic Semiconductor, STMicroelectronics or Texas Instruments.

While exploring the general aspects and advantages of *Bluetooth* technology and its different specifications, the main focus of the conference will be on the new *Bluetooth* low energy technology. Existing scenarios around devices such as mobile phones, watches and computers are enhanced by bringing in very low power, sensor-type devices. Small, unobtrusive, wireless sensors can keep track of a person's medical status, send real-time information on any training performance, enhance automotive safety and even ease daily household routines.

Thus ***Bluetooth low energy technology*** can be regarded as an engine for the technical revolution in the consumer electronics, health care, automotive, and automation industries, the *Bluetooth* technology conference is the perfect place to learn more about this exciting technology.

Furthermore, the convergence of representatives of different industries such as electronics, semiconductor, healthcare, or sports & fitness will make this event an excellent networking opportunity.

This international *Bluetooth* technology conference where top class industry representatives will provide background information on this exciting technology, and give an insight to future applications and business opportunities, is sponsored by Team Côte d'Azur and Frontline Test Equipment.

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Being recognized as the leading French region for research and development Sophia-Antipolis stands for innovation and progress created by world leading companies as well as by young, innovative start-ups. More and more *Bluetooth* chips are being shipped each year and new developments such as *Bluetooth* Version 4.0, where companies with headquarters or branch offices in Sophia Antipolis have been playing a significant role, show the potential of the Sophia-Antipolis region.

*"France has a thriving engineering community, and we're thrilled to be engaging with French engineers, speaking at the Bluetooth Special Interest Group's technology conference in Sophia on the 26th," commented **Klaus Buehring, Senior Vice President, Development at CSR.** "We'll be sharing all of CSR's latest innovations and sharing our knowledge in an attempt to improve understanding in the Bluetooth space."*

*"This prestigious opportunity also coincides with the fifth anniversary of CSR's development office in Sophia Antipolis," added **Stephane Boudaud, Director of Analogue/RF IC Design in CSR's Sophia-Antipolis office,** "The Sophia region has provided CSR with a rich seam of engineering talent that has proven incredibly useful to our development efforts."*

Register now: www.bluetooth-conference.com

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