

• October 2011

New Bluegiga BLE112 Bluetooth® 4.0 Development Kit available through Advanced Power Components

New Bluegiga BLE112 Bluetooth 4.0 development kit helps shorten development cycles and time-to-market of Bluetooth 4.0 applications

Advanced Power Components announces that Bluegiga Technologies new *Bluetooth* 4.0 development kit is available through APC Hero. The product is designed for development and evaluation of *Bluetooth*® 4.0 single mode applications and to simplify the development of *Bluetooth* low energy applications in order to shorten development cycles and time-to-market.

Bluetooth low energy is a new, open standard developed by the *Bluetooth* SIG. It's targeted to address the needs of modern wireless applications, such as ultra-low power consumption, fast connection times, reliability and security. *Bluetooth* low energy consumes 10-20 times less power and is ready to transmit data 50 times quicker than classical *Bluetooth* solutions.

The BLE112 *Bluetooth* 4.0 single-mode module is targeted for low power sensors and accessories. It offers all *Bluetooth* 4.0 single-mode features: radio, stack, profiles and application space for end user applications so can therefore be used without an additional micro-controller. BLE112 also provides flexible hardware interfaces to connect sensors, buttons or even displays. Bluegiga BLE112 can be powered directly with a standard 3V coin cell battery or pair of AAA batteries. In lowest power sleep mode it consumes only 400nA and will wake up in few hundred microseconds.

Bluetooth low energy devices come in two types: single-mode devices that only support *Bluetooth* low energy and are optimized for low-power, low-cost and small-size solutions, or dual-mode devices, that support *Bluetooth* low energy and classical *Bluetooth* technologies. Dual-mode devices are interoperable with all *Bluetooth* specification versions.

Bluegiga's *Bluetooth* 4.0 software development kit allows in-module software development with Bluegiga's BGScript™ scripting language. BGScript™ enables developers to embed applications directly into the BLE112 module in a matter of hours. Bluegiga's Profile Toolkit™ on the other hand offers a simple XML based description language for *Bluetooth* profile development.

BLE112 is available in the UK through Advanced Power Components, the specialist electronic components distributor. For further information, see www.apc-hero.co.uk or e-mail sales@apc-hero.co.uk .

- Ends -

Enquiries:

Advanced Power Components plc
[Names of key contacts]

01480 226600
www.apc-plc.co.uk

Redleaf Communications
Henry Columbine / David Ison

020 7566 6720
apc@redleafpr.com

Notes to Editors:

About Bluegiga Technologies

Bluegiga Technologies Inc. provides *Bluetooth*-based wireless module and access device solutions to OEMs, integrators and network operators. The secure, cost-effective and easy-to-integrate devices are used by industry leaders in the areas of health and medical, automotive, audio, industrial, and consumer applications. Bluegiga was founded in 2000 with its head office in Finland and sales offices in the United States and Hong Kong. Through its distribution network, Bluegiga has a presence in more than 65 countries worldwide. For additional information, please visit www.bluegiga.com

Bluetooth wireless technology is the global short-range wireless standard for personal connectivity from a wide range of electronic devices. The technology is now available in the fourth version of the core specification and continues to develop, building on its inherent strengths – small form-factor radio, low power, low costs, built-in security, accessibility, and ad hoc networking abilities. The installed *Bluetooth* device base was already more than one billion products at the end of 2006, making it the only well-known choice for developers, product manufacturers, and consumers worldwide.

The *Bluetooth* word, mark, and logo are registered trademarks and are owned by The Bluetooth SIG, Inc.

The new Bluegiga Bluetooth BLE 112 Development Kit package includes:

- 1 x BLE112 evaluation board
- 1 x BLED112 *Bluetooth* 4.0 single-mode USB dongle
- 2 x BLE112 *Bluetooth* 4.0 single mode modules
- 1 x Firmware programming cable
- Cables and documentation
- Access to Bluegiga's *Bluetooth* 4.0 software development kit

About Advanced Power Components

APC plc is a leading specialist distributor of electronic components, comprising nine areas of activity:

- **APC Hi-Rel** distributes a variety of specialist electronic components into applications where component reliability is of paramount importance. Hi-Rel's franchised product lines include power semiconductors, power supplies, memory, wound and high voltage components.
- **APC Locator** is the number one solutions provider for obsolete and hard-to-find parts, with 25 years' experience in the industrial and defence/aerospace markets across Europe.
- **APC Hero** has a specialist technical sales team focussing on sensors and measurement, power management, communications & connectivity and embedded computing applications.
- **APC Go!** provides a kitting and materials management service to companies wanting to outsource non core activities, offering services ranging from material procurement to full production management.
- **APC Displays+** provides dedicated technical and commercial support for a wide range of displays, driver boards, ICs, single board computers and all related connectivity.
- **APC Novacom** is a distributor and manufacturers' representative for RF and microwave frequency electronic components. The business is managed by a team of technical specialists with many years experience in the RF and Microwave industry.
- **APC Contech** is a distributor of specialist data input devices for industrial, broadcasting and medical sectors providing technically advanced solutions for specific application areas.
- **APC imop™** is a manufacturer and distributor of power saving equipment which optimises the performance of electrical motors, leading to reduced energy consumption and cost savings.

- **QV Controls Limited** is a designer, manufacturer and supplier of DALI-IP technology based lighting and energy management systems that improve energy efficiency and lighting performance within commercial, industrial and high end residential buildings.