CEVA extends Bluetooth portfolio with Bluetooth 4.0 IP

CEVA announced the availability of its low energy CEVA-Bluetooth 4.0 IP, for both single mode and dual mode applications. Building on more than a decade of experience in designing and licensing Bluetooth technology for embedded applications, CEVA-Bluetooth 4.0 extends the existing CEVA-Bluetooth IP product line, which has shipped in millions of handsets, consumer electronics and automotive products.

CEVA-Bluetooth 4.0 incorporates Bluetooth Low Energy (BLE) functionality, significantly expanding the addressable market for Bluetooth connectivity to include a wide range of smaller, cost-efficient applications previously limited by the power consumption of older Bluetooth standards.CEVA-Bluetooth 4.0is availableboth as Single Mode IP (CEVA-Bluetooth 4.0.SM) and Dual Mode IP (CEVA-Bluetooth 4.0.DM).

CEVA-Bluetooth 4.0.SM is aimed at Bluetooth Smart products which requireoptimized Bluetooth Low Energy single mode operation for low rate data links. Typical applications include body-wear sensor products for medical and sports, toys, environment sensors, active shutter 3DTV glasses and other machine–to-machine communications.

CEVA-Bluetooth 4.0.DM isprimarily aimed at next-generation, multi-radio connectivitychipsfor Bluetooth Smart Readyproducts. These products require both classic Bluetooth and Low Energy Bluetoothco-existing with other wireless functionality such FM, Wi-Fi and GPS, as is typical in smartphones, tablets and other mobile computing platforms.

Aviv Malinovitch, vice president of operations at CEVA, stated: "Bluetooth 4.0 technology brings with it a whole new realm of products and applications where Bluetooth connectivity can be adopted, across consumer, medical, environmental and industrial markets. Our new CEVA-Bluetooth 4.0 IP is ideal for these low-cost embedded applications, delivering outstanding performance at lowest power consumption. Our customer interactions and interoperability demonstrations at recent UnPlugFests have resulted in very positive feedback for our newest Bluetooth IP and we are pleased to announce its availability for licensing today.”

See www.ceva-dsp.com/CEVA-Bluetooth.html [1] for further details.

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Links:

[1] http://www.ceva-dsp.com/CEVA-Bluetooth.html