

Bluetooth: Low Energy and High Speed Join the Party

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Report Summary

The global recession began to adversely impact the shipment of Bluetooth-enabled devices in the second half of 2008, with mobile phones and mobile PCs being particularly affected. Growth should resume in 2010 and continue through 2013.

Bluetooth continues to spin out a number of different specifications to fit different markets. The latest are:

- Bluetooth low energy, targeted at sports and wellness, health, and consumer electronic (CE) applications, and
- Bluetooth 3.0 + High Speed, a specification that was announced in April 2009, which combines classic Bluetooth and Wi-Fi to transmit large data files.

This report contains five-year forecasts for the penetration of Bluetooth into 18 separate applications within the PC, PC peripheral, communications, CE, automotive, and industrial/medical segments. Additionally, five-year forecasts are provided for Bluetooth silicon ASPs, as well as for shipments and revenues of varying Bluetooth silicon types. The report contains responses about Bluetooth recognition from a large, domestic, In-Stat online survey. Profiles of major Bluetooth silicon manufacturers are also included.

HIGHLIGHTS

- The economic recession decreased 2008 Bluetooth growth projections and will continue to decrease shipment growth by nearly 4% in 2009.
- Bluetooth 3.0 + High Speed was officially ratified in April 2009.
- Radio integration, using Bluetooth as the wireless platform, continues to gain serious market momentum.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

Table of Contents

Executive Summary.....1	Summary.....21
Bluetooth Standards and Integration5	Personal Computers (PCs)22
Bluetooth 2.0 + Enhanced Data Rate (EDR)5	Mobile PCs.....22
Bluetooth 2.1 + Enhanced Data Rate (EDR)6	Desktop PCs22
Bluetooth 3.0 + High Speed6	Aftermarket Adaptors and Cards23
Applications.....7	Summary.....23
Technical Specifications7	PC Peripherals24
Availability7	Printers.....24
Ultrawideband?8	Human Input Devices (HIDs)24
Bluetooth Low Energy9	Summary.....25
Continua Health Alliance.....9	Consumer Electronics25
Radio Integration9	Personal Digital Assistants (PDAs).....26
Bluetooth Radio Integration10	Video Game Consoles.....26
Competitive Wireless Technologies13	Handheld Game Consoles.....26
Near Field Communications.....13	Portable Media Players.....27
802.15.4 and ZigBee.....13	Stereo Headsets28
ZigBee RF4CE14	Aftermarket Bluetooth Game Controllers.....28
Low-Power Wi-Fi.....14	Bluetooth Speakers.....29
2009 Bluetooth Survey Data.....16	Other29
Domestic RTS Survey16	Summary.....29
Applications and Forecasts20	Automotive30
Communications.....20	Industrial and Medical32
Digital Mobile Phones20	Other/Miscellaneous32
Mono Headsets21	Worldwide Forecast Summary.....33

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SKU: IN0904452MI

Semiconductor Shipment and Revenue Forecasts	34	Qualcomm	41
Bluetooth Silicon Competitors	38	ST-Ericsson	41
Atheros	38	Texas Instruments (TI)	42
Broadcom	38	Methodology	44
CSR	39	Methodology for US General Consumer Survey	44
Infineon Technologies	40	List of Tables	45
Marvell Semiconductor	40	List of Figures	46
Nordic Semiconductor	40	Related In-Stat Reports	47

List of Tables

Table 1.	Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Age).....	17
Table 2.	Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Income)	18
Table 3.	Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Gender).....	19
Table 4.	Bluetooth-Enabled Digital Mobile Phone Forecast, 2007–2013 (Units in Thousands).....	20
Table 5.	Bluetooth-Enabled Mono Headset Forecast, 2007–2013 (Units in Thousands)	21
Table 6.	Bluetooth-Enabled Communications Device Summary Forecast, 2007–2013 (Units in Thousands) .	21
Table 7.	Bluetooth-Enabled Mobile PC Forecast, 2007–2013 (Units in Thousands)	22
Table 8.	Bluetooth-Enabled Desktop PC Forecast, 2007–2013 (Units in Thousands).....	23
Table 9.	Bluetooth-Enabled Adaptor and Card Forecast, 2007–2013 (Units in Thousands)	23
Table 10.	Bluetooth-Enabled Personal Computer Summary Forecast, 2007–2013 (Units in Thousands)	23
Table 11.	Bluetooth-Enabled Printer Forecast, 2007–2013 (Units in Thousands)	24
Table 12.	Bluetooth-Enabled HID: Mice and Keyboard Forecast, 2007–2013 (Units in Thousands)	25
Table 13.	Bluetooth-Enabled PC Peripheral Summary Forecast, 2007–2013 (Units in Thousands).....	25
Table 14.	Bluetooth-Enabled PDA Forecast, 2007–2013 (Units in Thousands)	26
Table 15.	Bluetooth-Enabled Video Game Console Forecast, 2007–2013 (Units in Thousands)	26
Table 16.	Bluetooth-Enabled Handheld Game Console Forecast, 2007–2013 (Units in Thousands)	27
Table 17.	Bluetooth-Enabled Portable Media Player Forecast, 2007–2013 (Units in Thousands)	27
Table 18.	Bluetooth-Enabled Stereo Headset Forecast, 2007–2013 (Units in Thousands).....	28
Table 19.	Aftermarket Bluetooth-Enabled Game Controller Forecast, 2007–2013 (Units in Thousands).....	28
Table 20.	Bluetooth Speaker Forecast, 2007–2013 (Units in Thousands).....	29
Table 21.	Bluetooth-Enabled Other Consumer Electronics Forecast, 2007–2013 (Units in Thousands)	29
Table 22.	Bluetooth-Enabled Consumer Electronics Summary Forecast, 2007–2013 (Units in Thousands)....	30
Table 23.	Bluetooth-Enabled Automotive Forecast, 2007–2013 (Units in Thousands).....	32

Table 24. Bluetooth-Enabled Industrial and Medical Forecast, 2007–2013 (Units in Thousands)..... 32

Table 25. Bluetooth-Enabled Other/Misc. Forecast, 2007–2013 (Units in Thousands) 32

Table 26. Bluetooth-Enabled Equipment by Product Segment Forecast, 2007–2013 (Units in Thousands)..... 33

Table 27. Bluetooth Semiconductor Shipment and Revenue Forecast, 2007–2013 (Units and Revenue in Thousands) 34

Table 28. Bluetooth Semiconductor Shipment Unit Forecast by Bluetooth Type, 2007–2013 (Units in Thousands) 35

Table 29. Bluetooth Semiconductor Shipment ASP Forecast by Bluetooth Type, 2007–2013..... 36

Table 30. Bluetooth Semiconductor Shipment Revenue Forecast by Bluetooth Type, 2007–2013 (US\$ in Thousands) 36

Table 31. Bluetooth Standalone and Combo Semiconductor Shipment Unit Forecast, 2007–2013 (Units in Thousands) 37

[Return to Table of Contents](#)

List of Figures

Figure 1. Bluetooth-Enabled Equipment Forecast by Product Segment 2007–2013 (Units in Thousands)..... 2

Figure 2. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? 16

Figure 3. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Age)..... 17

Figure 4. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Income) 18

Figure 5. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Gender) 19

Figure 6. Bluetooth ASP and Chip Shipment Forecast, 2007–2013..... 34

Figure 7. Bluetooth Semiconductor Shipment Unit Forecast by Bluetooth Type, 2007–2013 (Units in Thousands) 35

Figure 8. Bluetooth Semiconductor Shipment Revenue Forecast by Bluetooth Type, 2007–2013 (US\$ in Thousands) 37

[Return to Table of Contents](#)

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