

Bluetooth TAP Survey – July 2003

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While the majority of the respondents were at least somewhat familiar with Bluetooth (about the same as last year), there were less this year who had never heard of the term. Although some progress has been made, education still presents a challenge to educate the US population about Bluetooth, what its benefits are, and how this wireless PAN (Personal Area Network) differs from 802.11b wireless LAN.

For mass market education, it really takes additional exposure from the retail channel and service providers. To date, that exposure has been minimal; however, the service provider percentage was up compared to last year, showing positive progress.

The results from this panel survey indicate solid interest in wireless communication between PDAs and PCs, cordlessly connecting to a mobile phone via PDA or laptop, interest in wirelessly printing and accessing the Internet, and hands-free systems, mobile phones and headsets. Additionally, respondents showed a strong interest in cordless mice and keyboards. Although respondents are interested in devices with cordless features, this survey shows a high demand for challenging price points for manufacturers to meet.

A significant percentage of survey respondents do not know if they have a Bluetooth feature on their current mobile phone or not, confirming the need for more consumer education and marketing. In addition, if they have the Bluetooth feature on their phone, not all are using it yet.

Many do not know if they have a Bluetooth feature on their current mobile phone or not, confirming the need for more consumer education and marketing. In addition, if they have the Bluetooth feature, many are not using any of its functions. If consumers do not start using the Bluetooth features/functions, it could go in a similar direction that IrDA took -- not many people using it. On the positive side, it is still early, especially in the US market for Bluetooth-enabled mobile phones, since US service operators have been significantly behind the European operators regarding offering Bluetooth phones. As CDMA Bluetooth-enabled mobile phones emerge further, it will help the US Bluetooth mobile phone opportunities.