

The Bluetooth Brand Book





WIRELESS CONNECTIONS MADE EASY

The Bluetooth Brand Book is part of the Bluetooth specification

As stated in the Bluetooth™ license agreement, all licensees have a worldwide non-exclusive, royalty-free right to use the Bluetooth brand and its elements in connection with marketing those products that comply with the Bluetooth specification.

The aim of the Bluetooth brand is to provide licensees with competitive advantages by communicating the consumer benefits made possible by the Bluetooth technology in general, and how these benefits add value to the specific product applications of the OEM.

When using the Bluetooth brand and its elements, licensees are obliged to follow the rules and guidelines presented in this book, as stated in the license agreement.

Telefonaktiebolaget LM Ericsson is the sole legal owner of the Bluetooth brand, and has assumed the responsibility to protect its name and mark through trademark registration. It is recommended but not obligatory for licensees to refer to the Ericsson ownership when applying the Bluetooth brand.



PURPOSE	
<i>The purpose of the Bluetooth Brand Book</i>	6
THE BLUETOOTH TECHNOLOGY	
<i>Technology background</i>	8
<i>Technology in brief</i>	8
THE BLUETOOTH BRAND PROMISE AND VALUES	
<i>Definition of brand promise</i>	9
<i>Definition of brand values</i>	9
RULES AND GUIDELINES FOR BRAND USAGE AND BRAND BUILDING	
<i>The Bluetooth brand</i>	10
<i>The Bluetooth name</i>	10
THE BLUETOOTH MARKS AND TAGLINE	12
<i>Figure mark color</i>	15
<i>The animated Bluetooth mark</i>	16
<i>Where and how to apply the Bluetooth brand elements</i>	17
<i>Further information on the Bluetooth brand elements</i>	17
<i>Complementary Bluetooth sounds/jingles</i>	19
<i>Availability of graphical/electronic marks</i>	19
THE BLUETOOTH COPY PLATFORM	20

PURPOSE

The purpose of the Bluetooth Brand Book

A brand is always a symbol for an underlying concept that is bigger or more comprehensive than the physical product, technology or service that the brand covers. This is also true for the Bluetooth brand.

The technology behind the Bluetooth brand is an open specification for wireless communication between computers, printers, telephones and other electronic devices over short distances. The fact that the technology, in principle, is available to any relevant OEM producer within these product categories may lead to the conclusion that there is no need for building a strong Bluetooth brand. On the contrary, there are substantial commercial reasons for building a strong Bluetooth brand.

All computer, printer and telephone OEM's will not make use of the Bluetooth technology in the future. Moreover, there will be devices incorporating competitive technologies. Therefore the most cost-effective way to position the consumer benefits of the Blue-

tooth technology for licensees is to openly and frequently promote the Bluetooth brand as an ingredient brand (subordinate to the OEM brand).

New generations of the Bluetooth technology will be more easily launched through the support of a strong brand. The Bluetooth brand should always be associated with efficient and reliable connectivity. Without this being widely accepted by the market, the promotion of every release of new technology generations will have to start more or less from scratch.

Consequently, a strong Bluetooth brand will be a valuable asset to all licensees. Thus it is important to ensure that the Bluetooth name and mark are used consistently and referred to throughout the product communications carried out by all licensees.

The purpose of this book is to support licensees in the use of the Bluetooth name and mark, and to guide all those involved in communicating the consumer benefits of the Bluetooth technology.

Any deviation from the rules and guidelines presented in this book will have a negative impact on the perception of the Bluetooth brand. In order to facilitate the dialogue between licensees on Bluetooth brand-building issues, communication via the Bluetooth homepage, www.bluetooth.com, is encouraged and welcomed.

It is not just a **question** of connecting
to the other side of the **globe**.
It is as much a question of connecting
to the other side of the **room**.



THE BLUETOOTH TECHNOLOGY

Technology background

In 1998 a group was established to manage the new communication technology. The group included representatives from Ericsson Mobile Communications, Nokia Mobile Phones, and the IBM, Intel, and Toshiba corporations. This became known as the Bluetooth Special Interest Group (SIG). The intent was to create an open specification (i.e. a global industry standard) for a short-range, cable replacement, radio technology for use in the mobile and business market segments.

It is estimated that before the year 2002 the Bluetooth technology will be a built-in feature in more than 100 million mobile phones and several million other communication devices ranging from headsets and portable PC's to desktop and notebook computers.

Technology in brief

The Bluetooth technology allows users to make effortless, instant connections between various communication devices, such as mobile phones and desktop and notebook computers. Since it uses radio transmission, transfer of both voice and data is in real-time. The sophisticated mode of transmission

adopted in the Bluetooth specification ensures protection from interference and security of data. The Bluetooth radio is built into a small microchip and operates in a globally available frequency band ensuring communication compatibility worldwide. The Bluetooth specification has two power levels defined; a lower power level that covers the shorter personal proximity range within a room, and a higher power level that can cover a medium range, such as within a home. Software controls and identity coding built into each microchip ensure that only those units preset by their owners can communicate.

The Bluetooth technology supports both point-to-point and point-to-multipoint connections. With the current specification, up to seven 'slave' devices can be set to communicate with a 'master' radio in one device. Several of these 'piconets' can be established and linked together in ad hoc 'scatternets' to allow communication among continually flexible configurations. All devices in the same piconet have priority synchronization, but other devices can be set to enter at any time. The topology can best be described as a flexible, multiple piconet structure.

THE BLUETOOTH BRAND PROMISE AND VALUES

Definition of brand promise

The Bluetooth brand is the promise of greater freedom, security, simplicity, versatility and reliability in connecting devices. This, in turn, simplifies people's possibilities to communicate with each other.

Definition of brand values

With reference to the brand promise statement, the values to be perceived as the Bluetooth brand values that will influence the content and design of all Bluetooth branded market communications are defined as follows:

- Freedom
- Security
- Simplicity
- Versatility
- Reliability

The most obvious advantage of the Bluetooth technology is that it gives people the freedom to create simple yet secure and reliable communication solutions through wireless connections. This versatility enhances mobility and provides innovative new ways for people and machines to interact. As a result,

an open and resourceful atmosphere can be established between people, which can contribute to their individual fulfillment and job satisfaction.

The brand promise is crystallized in the tagline "Wireless connections made easy."

RULES AND GUIDELINES FOR BRAND USAGE AND BRAND BUILDING

The Bluetooth brand

The Bluetooth™ brand consists of a number of different elements that both individually and together make up the brand. Different communication activities will demand different applications of the brand elements.

The Bluetooth brand elements presented below are:

- The Bluetooth name
- The Bluetooth marks and tagline
- The animated Bluetooth mark
- Complementary Bluetooth jingles/sounds

The Bluetooth name

The heart of the Bluetooth brand identity is the Bluetooth name, which refers to the Danish king Harald Bluetooth who brought Christianity to Scandinavia and unified Denmark and Norway.

The Bluetooth name is a trademark, and as such its spelling cannot be changed. It is always to be used in English; it must not be translated into other languages.

In order to protect the Bluetooth name as a trademark:

- Always use the Bluetooth name as an adjective accompanied by an appropriate noun.
- Never use the Bluetooth name as a noun.

For example, in English:

Always use the definite article when 'Bluetooth' and 'technology' are used together.

Correct: The Bluetooth technology propels you into a new...

Incorrect: Bluetooth technology propels you into a new...

- Do not pluralize the Bluetooth name, or make it possessive (thereby making it a noun), or abbreviate it.

For example, in English:

Correct: The Bluetooth radio has a range of...

Incorrect: Bluetooth's radio has a range of...

- Always use the proper spelling of the Bluetooth name, and do not join the Bluetooth name to other words, symbols or numbers, either as one word or with a hyphen.
- When using the Bluetooth name for the first time in textual information, add the trademark symbol, TM. The superscript or subscript format is preferred, but if this is not possible then use the symbol in parentheses (tm).
- Do not make puns out of the Bluetooth name or portray it in a negative manner.
- Always use the Bluetooth name in the way intended, and never associated with goods or services not covered by an approved licensing agreement.

THE BLUETOOTH MARKS AND TAGLINE



$x=0.5$ of the figure mark height and width.
The dotted lines define the boundaries of the clear space and should never be printed.



The Bluetooth mark consists of:

- A figure mark designed with inspiration from the shape of a Viking ship sail (Harald Bluetooth being a Danish king living in the 10th century) and radio waves (ellipses).
- A word mark, Bluetooth.

Always make sure that the integrity of the mark is preserved by making use of a “free zone” within which no text, picture, illustration or other element shall be present. However, the exception is the Bluetooth tagline – see further below.

The trademark symbol ‘TM’ shall be printed as part of the Bluetooth word mark only when it can be clearly recognized, otherwise it can be omitted.

The Bluetooth mark can be reproduced with:

- Blue figure mark and black word mark on light backgrounds.
- Black figure and word marks on light backgrounds.



- White figure and word marks on dark background. The ellipses in the figure mark shall be transparent to expose the background color.

- In other cases the ellipses may be either black or white.

The proportions of the letters forming the word mark and the proportion between the figure mark and word mark must not be changed.



The Bluetooth tagline, “Wireless communications made easy”, associated with the Bluetooth brand promise and brand values shall be added to the Bluetooth mark whenever possible.

The Bluetooth mark must not appear on licensee products, product packaging, product promotion literature, etc. without the licensee mark (or other licensee symbol) being present. Furthermore, the Bluetooth mark is to be applied in such a manner as to ensure that the licensee brand is perceived as the product brand.

Whenever possible the Bluetooth figure mark and the Bluetooth word mark shall be used together. When this is impossible, they may be used independently of each other.

The Bluetooth figure mark, stand-alone, is a trademark.

When the figure mark is reproduced as a three-dimensional icon, the ellipses shall be represented in concave form.



Unmodified Bluetooth figure mark as an identification icon, 16x16 pixels.



Recommended functionality icon. The rings at 6x6 pixels can indicate signal strength and on/off.

When an unmodified figure mark (with ellipses) is shown on a computer or equivalent screen, the lowest possible resolution allowed is 16x16 pixels. A figure mark below 16x16 pixels is not permitted as it becomes unrecognizable as an identification icon. However, we recommend that the functionality icon as shown is used at either 8x8 or 6x6 pixels.



Figure mark color

Pantone 286 coated

Pantone 286 uncoated

Cyan: 100%

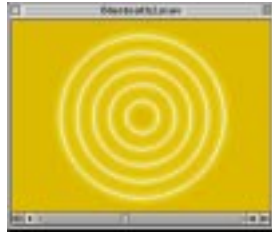
Magenta: 60%

Yellow: 0%

Key: 6%



scene 1



scene 2



scene 3



scene 4



scene 5



scene 6

The animated Bluetooth mark

The Bluetooth mark has been animated in a 28-seconds introduction accompanied by a unique fanfare.

The animation is created so that a number of concentric rings rotate (1) and then finally stop to form a static circular pattern (2). This pattern then turns through 180° (3) and becomes integrated into the Bluetooth figure mark/icon with its blue, soft triangular shape and characteristic stretched ellipses (4). As a final sequence, different letters of the Bluetooth name fly through space until they end up in the right place and order (5) so that the name becomes positioned correctly relative to the figure mark to form the complete Bluetooth mark (6).

To download the animation, click Bluetooth Animation on www.bluetooth.com/marketing.

***Where and how to apply
the Bluetooth brand elements***

The Bluetooth brand elements can be applied on licensees:

- advertisements
- direct mail units
- exhibition stands
- outdoor posters
- packaging
- point-of-sale material
- press material
- products
- product and sales literature
- radio/TV commercials
- websites
- and all other carriers of information related to the Bluetooth technology.

***Further information on
the Bluetooth brand elements***

- The Bluetooth melody has clear, appealing classical overtones. The full length versions runs for 28 seconds and comprises 3 distinct sections of about 10 seconds each. As required, each of these sections can be extended by few seconds to achieve the desired length of time.
- A Bluetooth brand application library will be built up on the Bluetooth homepage, www.bluetooth.com.
- Information and advice regarding Bluetooth brand applications can also be obtained from the Bluetooth brand manager, who can be contacted at: brand.manager@bluetooth.com
- Graphical and digital Bluetooth marks and icons can be ordered free of charge.

The application of the Bluetooth brand elements shall follow the rules and guidelines presented in this book. Of special importance is to keep the following “do nots” in mind:

- Do not use any of the Bluetooth brand elements stand-alone without a licensee brand element being easily recognizable nearby.



- Do not make the Bluetooth brand elements dominate the licensee brand elements.



- Do not intrude on the free zones of the Bluetooth mark and figure mark.



- Do not alter the design of the Bluetooth brand elements in any way.

Complementary Bluetooth sounds/jingles

There are several different melodies available for use in film, on websites, etc. from a 6-second melody tone to a 28-second fanfare accompanying the animated Bluetooth mark introduction.

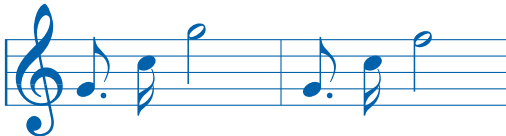
To download the full version, click Bluetooth Melody on www.bluetooth.com/marketing.

Availability of graphical/electronic marks

Several different sizes of electronic marks are available for adaptation on computer and telephone displays, etc. Graphical/electronic marks can be obtained from the Bluetooth brand manager, or they can be downloaded from the Bluetooth website as given above.

No animations, sounds or jingles other than those presented here are allowed to be used in the Bluetooth marketing activities.

The melody's tones are:



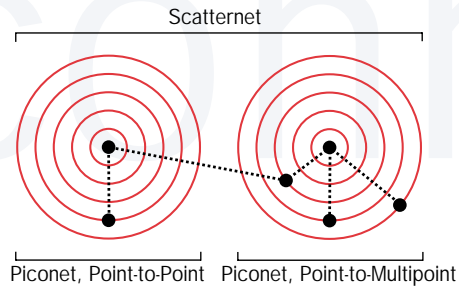
(on 2 octaves)

THE BLUETOOTH COPY PLATFORM

To achieve the highest possible impact and avoid unnecessary confusion, the basic function and main features of the Bluetooth technology should be described and presented as uniformly as possible. The following descriptions therefore serve as text platforms for brochures, ads, editorials, press releases, etc., and it is in the interest of all licensees to use these platforms as a base for describing the applications of the Bluetooth technology.

Bear in mind that the receivers of your communication have different pre-knowledge of what you are trying to communicate, and not all of them are technological experts. We therefore recommend that you use the copy platforms on page 21, 22 and 23 for more technical explanations of the Bluetooth technology and the descriptions on pages 24, 25 and 26 for more general communication.





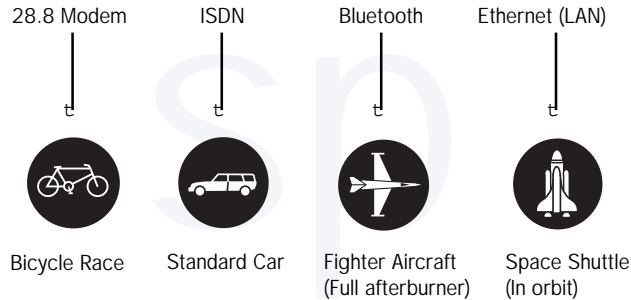
Connectivity

The Bluetooth technology supports both point-to-point and point-to-multipoint connections.

Several piconets can be established and linked together ad hoc, and all devices in the same piconet are synchronized. The topology can best be described as a multiple piconet structure.

The full-duplex data rate within a multiple piconet structure with 10 fully loaded, independent piconets is more than 6 Mb/s.

[copy platform]



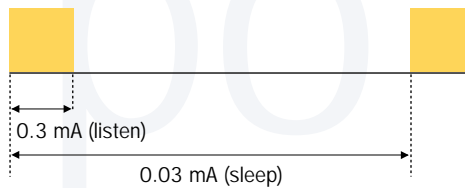
Raw bit data point-to-point transmission speed and a relative comparison in kilometers per hour.

Speed

The Bluetooth technology facilitates high-quality voice and data transmissions. It is designed to be fully functional even in very noisy radio frequency environments, and its voice transmissions are audible under severe conditions.

The technology provides a transmission speed of 1 Mbit/s and its aggregate capacity handles up to three voice channels simultaneously.

[copy platform]



The Bluetooth low-power mode is only interrupted by very short signals with the purpose of verifying an established connection

Power

The Bluetooth technology limits the radio microchip's output power exactly to that actually required. If, for instance, the receiving radio indicates that it is only a few meters away, the transmitter immediately modifies its signal strength to suit the exact range.

This feature dramatically reduces the radio's power consumption as well as its radio signal interference.

Furthermore, the radio chip automatically

shifts to a low-power mode as soon as traffic volume becomes low or stops. The low-power mode is only interrupted by very short signals with the purpose of verifying the established connection.

The Bluetooth radio consumes less than a few percent of the power compared with a modern mobile phone. The transmission mode is only used as necessary, and always for the shortest possible period of time.

[copy platform]

a global specification
for **wireless**
connectivity



a global specification
for **wireless**
connectivity

1. A Global Specification for Wireless Connectivity

The Bluetooth technology makes it possible to connect any portable and stationary communication device as easily as switching on the lights. Without a single inch of cable. The technology is based on a radio link that offers fast and secure transmissions of both voice and data. Your documents will be sent at a speed of 1 Mbit/s and the Bluetooth

technology will carry up to three high-quality voice channels simultaneously.

The Bluetooth technology uses a globally available frequency range ensuring communication compatibility worldwide.

The Bluetooth technology is a global specification for short-range wireless connectivity.

[copy platform]



the
new dimension

the
new dimension

2. The new dimension

The Bluetooth technology propels you into a new dimension in wireless communication. A world where all digital devices talk spontaneously. Where connectivity between computers, mobile phones and portables is as simple as switching on the lights.

[copy platform]



connecting inner space

3. Connecting inner space

To become truly wireless is not just a matter of connecting to the other side of the globe. It is as much a matter of connecting to the other side of the room.

[copy platform]



