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FOR IMMEDIATE RELEASE

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NEXT GENERATION HIGH-SPEED BLUETOOTH® WIRELESS TECHNOLOGY TO BE BASED ON WIMEDIA ULTRA-WIDEBAND PLATFORM

Collaboration of Two Industry-Leading Groups on New Specification Will Accelerate Bluetooth Technology's Already Impressive Momentum in the Marketplace

SAN RAMON, CALIF.—March 28, 2006—In response to the Bluetooth Special Interest Group's (SIG's) selection of WiMedia® UWB as its future radio platform, the WiMedia Alliance today shared its positive outlook regarding the joint effort to develop high-rate *Bluetooth* wireless technology. The two groups bring together critical technology skill sets necessary for developing a next-generation low-power, low-cost ad hoc networking solution that will expand *Bluetooth* technology's current success.

"Consumers are demanding higher bandwidth for their mobile, consumer electronics and communications devices," said Stephen R. Wood, president of the WiMedia Alliance and UWB technology strategist at Intel. "The WiMedia Alliance combining forces with the Bluetooth SIG is an exciting development that will help define *Bluetooth* technology as a key personal area network technology for today and the future."

The success of mobile multimedia advancement depends on the industry's ability to deliver high-quality user experiences during the wireless transfer of data. Through the partnership between the Bluetooth SIG and the WiMedia Alliance, the Bluetooth SIG's manufacturing community will now have access to a high-data rate solution backed by a comprehensive support network comprised of leading companies who represent every step of product development—from specification and testing development to productization.

“By working together with the WiMedia Alliance, we give our members the opportunity to leverage investments in both UWB and *Bluetooth* technology, and bring a high-speed *Bluetooth* technology option to consumers—it’s a win-win for everyone,” stated Michael Foley, Ph.D., executive director, Bluetooth SIG.

"The selection of the WiMedia Alliance by the Bluetooth SIG helps solidify the WiMedia Alliance as the leading UWB organization. IMS Research believes that while other UWB solutions will ship, the support behind the WiMedia Alliance will add appeal to equipment manufacturers, resulting in the success of WiMedia UWB,” said Fiona Thomson, market research analyst, IMS Research.

EARMARKS OF AN INDUSTRY STANDARD

As the industry’s first UWB standard, the WiMedia radio specifications have all the characteristics of a technology platform that can propel an already widely popular technology like *Bluetooth* wireless to the next level such as:

*** Single Radio/Multiple Protocols:** The WiMedia Alliance common radio platform is designed to support a variety of applications using different wireless protocols including Certified Wireless USB, *Bluetooth* technology, the 1394 Trade Group’s “Wireless FireWire” Protocol Adaptation Layer (PAL), and Wireless IP. Different wireless protocols can operate within the same wireless personal area network without interference.

*** Flexibility to Handle Multiple Regulatory Environments:** WiMedia UWB is well-positioned to meet regulatory requirements worldwide. Leveraging multiband OFDM (MB-OFDM) technology, WiMedia UWB features the ability to control frequency band usage without requiring additional, costly software implementations. Bluetooth SIG experts will join WiMedia Alliance members working with various regulatory bodies to develop viable solutions for each global region, thereby expanding UWB market opportunities to include international product distribution. The WiMedia UWB Common Radio Platform is moving toward International Organization for Standardization (ISO) acceptance through Ecma International’s ECMA-368 and ECMA-369 standards.

*** Broad Industry Support:** WiMedia Alliance’s membership is comprised of brand leaders in all UWB-related industries such as consumer electronics, mobile, personal computer, semiconductor and software. From testing to productization, the Alliance’s ecosystem is fully equipped to commercialize UWB. In turn, manufacturers developing with the WiMedia UWB radio platform can rely on the Alliance’s network for technological longevity and efficiency.

ABOUT THE BLUETOOTH SIG

The Bluetooth Special Interest Group (SIG), comprised of leaders in the telecommunications, computing, consumer electronics, automotive and network industries, is driving development of *Bluetooth* wireless technology and bringing it to market. The Bluetooth SIG includes promoter group companies Agere, Ericsson, Intel, IBM, Microsoft, Motorola, Nokia and Toshiba, along with over 4500 Associate and Adopter member companies. The Bluetooth SIG, Inc. headquarters are located in Bellevue, Washington, U.S.A. For more information please visit www.bluetooth.com.

ABOUT THE WIMEDIA ALLIANCE

The WiMedia Alliance is a not-for-profit open industry association that promotes and enables the rapid adoption, regulation, standardization and multi-vendor interoperability of ultra-wideband (UWB) worldwide. The basis for the industry's first UWB standards (published by Ecma International), WiMedia UWB is optimized for wireless personal-area networks delivering high-speed (480Mbps and beyond), low-power multimedia capabilities for the PC, CE, mobile and automotive market segments. Emphasizing peaceful coexistence with other wireless services, the WiMedia UWB common radio platform is designed to operate with application stacks developed by the 1394 Trade Association Wireless Working Group, the Certified Wireless USB Promoter Group and the Bluetooth SIG. WiMedia's board members include Alereon, HP, Intel, Kodak, Microsoft, Nokia, Philips, Samsung Electronics, Sony, STMicroelectronics, Staccato Communications, Texas Instruments and Wisair. For more information, please visit www.wimedia.org.

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