

## **Bluetooth™ adopted by automotive industry in four years**

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**The Bluetooth™ communication link was first demonstrated in automotive applications at IAA in Frankfurt 1999 by Mecel and Delphi. Four years later the technology is integrated in several serial production models. This is a fast adoption for a new technology in a mature product and industry.**

**- "Bluetooth™ has been adopted because the technology is well suited to automotive requirements and it is bridging the different lifecycles in automotive and consumer electronics", said Kent Eric Lång at the Comdex Nordic conference in Göteborg. "But most important the user benefits are visible and valuable."**

When Saab launched their 9-3 model to the press in July 2002 they were the first car manufacturer to announce inclusion of Bluetooth™ in series production cars. During the fall 2002 BMW and Daimler Chrysler followed. The ice is broken and the rest of the car makers are expected to follow.

In the first generation systems, the primary function for Bluetooth™ is for docking a handheld cellphone into a car handsfree system. The speakers in the car audio system and a microphone in the car is used to allow the driver to keep his hands on the steering wheel while driving. Voice dialling may also be included. The second function offered is to exchange contact data i.e. phone numbers between a car integrated phone and a handheld. A third function is dial-up, i.e. an integrated phone is used for data communication from a PC or PDA in the car. A traveller may use the car as a mobile office to download email or documents from the office, or send information back to the office. All these functions save time, and increase the perceived value of the car.

In the second generation, Bluetooth™ may be used for wireless connection to diagnostic systems at workshops and for end of line programming at production. These functions will increase productivity of the car makers and workshops.

The standardisation of Bluetooth™ "profiles" is ongoing within Bluetooth™ Special Interest Group (SIG, [www.bluetooth.org](http://www.bluetooth.org)). The success of Bluetooth™ is to a large extent depending on their work to give priority to interoperability before functional growth in the standard.

Telematics is currently in a catch 22 position. The service providers want many cars to be equipped with appropriate communication devices before expanding the services portfolio. The car makers on the other hand will not put telematics systems as a standard in all new cars before the services are available.

- "A low cost, low end telematics system using the drivers handy instead of an integrated phone is a way forward to higher penetration of equipped cars", said Kent Eric Lång. "Bluetooth™ is an enabler to make telematics take off".

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## **About Mecel**

Mecel AB is a systems and software house with operations in Åmål and Göteborg, Sweden. Since its start in 1982 Mecel has supplied advanced engineering services and break-through technology concepts to the international automotive industry. The customers are among the leading manufacturers of vehicles and combustion engines, as well as their systems suppliers. Mecel holds approx. 40 patents.

Mecel has approx. 180 employees. Certified for ISO 9001.

Mecel is a subsidiary of Delphi, the worlds largest supplier to the automotive industry.

Further information about Mecel is available at [www.mecel.se](http://www.mecel.se).

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