



PRESS RELEASE

Mecel Launches New Product for Cost-Effective Mobile Bluetooth Development

DETROIT, Mich. – Mecel AB announced its Mecel Betula Software Development Kit (SDK) at the 2008 Transportation Electronics Convergence Conference. Mecel Betula is a comprehensive software product for adding Bluetooth functionality in vehicles. Mecel Betula provides an easy way for manufacturers to adapt to the ever-changing market of consumer devices. In addition, Mecel presented the Mecel Betula Interoperability program – an extensive testing program that will ensure that more cell phones are compatible with the vehicle.

The use of Bluetooth is increasing rapidly in vehicles for hands-free telephones. Bluetooth is also in future product plans for multimedia and navigation control. Vehicle manufacturers are including Bluetooth in the design of their vehicles to deliver ultimate functionality – and safety for the driver, according to Mecel officials.

Mecel AB has been committed to the development of Bluetooth since its birth in 1998 and remains one of the leading software development companies in the automotive industry.

“In the Mecel Betula SDK we have incorporated our lessons learned and extensive Bluetooth knowledge to give our customers an easy way to keep up-to-date with the fast-moving market of consumer electronics,” said Jonas Norell, product manager at Mecel AB.

The Mecel Betula SDK provides the automotive industry with a comprehensive Bluetooth software product. It contains the majority of applications needed to deliver full Bluetooth functionality with an easy to use interface for creating quality software. The software can be created rapidly and cost-effectively resulting in less work for end-product developers.

While Bluetooth devices are certified according to standards provided by the Bluetooth SIG organization, the interoperability between devices may still fail due to new combinations of devices.

“It’s difficult for the manufacturer to communicate to their customers which mobile phones currently work with a vehicle’s radio or explain that they can’t guarantee future compatibility,” according to Jacob Hjelmåker, business manager at Mecel AB. “It is therefore essential to test and evaluate system performance between mobile phones and other Bluetooth devices.”

Mecel together with Cybercom will start an extensive interoperability testing program on a majority of the phones currently on the market. The testing will continue on new phones released in the future.

“This will generate a large database that describes the interoperability between all of these phones and Bluetooth devices using Mecel Betula SDK,” Hjelmåker said. “The manufacturers will no longer have any uncertainties about compatibility and will be able to provide this valuable information to the end-customer.”

About Mecel AB

Mecel AB is a systems and software development company with more than 25 years of experience in developing solutions for the automotive industry. We give our customers a competitive edge by introducing new technology in a dependable and cost-effective way. Mecel manages all kinds of systems and software development programs. Our product portfolio includes automotive grade software and tools for HMI development, Bluetooth and in-vehicle communication. Mecel is a subsidiary of Delphi Corporation.

We make vehicles communicate.

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