WELCOME
INTRODUCTION

- Radiofrequency technology
- Introduced by NOKIA
- Short range wireless technology
- Offers connectivity between mobile devices & small button cell devices
Search for a feasible wireless technology

Existing standard Bluetooth was the inspiration.

Low power, small size & low cost was the driving motives.
- Only Wibree enabled chip is used.

- Designed for devices with low hardware specifications.

- Used when quantities of data transferred are small.

- Commonly implemented in:
  - Watches
  - Sport / wellness devices
  - Wireless Keyboards
  - Wireless mouse
Combination chip is used.

Wibree functionality is integrated with Bluetooth.

A combination chip communicates independently of dongles.

Commonly implemented in:

- mobile phones.
- personal computers.
- Dongles.
APPLICATIONS

- Sports
- Healthcare
- Entertainment
- Office & Mobile Accessories
- Automotive
- Remote control devices
2.45GHz band to transfer data

1Mbps transfer rate

10 meter range
Wibree uses only a fraction of the power compared to today's Bluetooth standards.

- Wibree chips are smaller than Bluetooth chips
- Wibree is 10 times more efficient than Bluetooth
ADVANTAGES

- Ultra low power consumption
- Small chip size
- Inexpensive implementation
- More efficient
- Easily integrated with Bluetooth standards
- Point to multipoint data transfer
DISADVANTAGES

- Data transmission rate is very low
- Cannot be used in high bandwidth applications
Wibree is a Nokia solution. However the major Bluetooth chip vendors including Cambridge Silicon Radio and Broadcom will support the Wibree. Taking all of these factors together, Wibree has the potential to transform consumer devices. Wibree enabled devices will be available commercially within a few years.
THANK YOU