

Nordic Semiconductor launches Demo App to accelerate development of Bluetooth® Smart and ANT+ accessories for iPhone 4S at CES

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Available today, the nRFready iOS Demo App sample application provides developers with an ideal starting point and ready-built design framework to accelerate development of ANT+ and Bluetooth Smart wireless connectivity apps and accessories for the iPhone 4S.

Ultra low power (ULP) RF specialist Nordic Semiconductor ASA (OSE: NOD), today announces the nRFready iOS Demo App sample application for the iPhone® 4S that can be used to fast-track *Bluetooth* low energy (or *Bluetooth Smart* as *Bluetooth* low energy devices and sensors will now be marketed to consumers) and ANT+™ wireless app and accessory development.

The application provides developers with an ideal starting point and ready-built design framework to accelerate development of *Bluetooth Smart* and ANT+ enabled apps and accessories for the iPhone 4S – and if using Nordic's market-leading nRF8000 Series *Bluetooth* low energy and nRF24AP2 Series ANT solutions – will also provide a complete end-to-end, class-leading product development solution.

“These are truly exciting times for ultra low power wireless,” comments Geir Langeland, Sales and Marketing Director at Nordic Semiconductor. “In 2011 we were delighted to see a range of Android-powered smartphones ship with built-in support for ANT+, and the iPhone 4S was the first smartphone to ship with built-in support for *Bluetooth* low energy.”

Langeland continues: “This really confirms our belief that the market opportunity for ultra low power accessories for smartphones is going to explode over the next couple of years. And with Nordic's undisputed lead in ultra low power wireless, the company is in a unique position to fuel this market with our long-established class-leading ANT+ and *Bluetooth Smart* solutions.”

The nRFready iOS Demo App is a fully functional application that will work with a wide range of the most popular ANT+ and *Bluetooth* Smart accessories such as wireless heart rate straps, foot pods, bike speed-distance, cadence, and power sensors, temperature, proximity tags, weight scales, and blood pressure monitors. Developers using Nordic's nRF8000 or nRF24AP2 Series ICs get complete source code and documentation for the application, enabling them to accelerate development by building on top of a ready-built design framework that includes being able to reuse working and proven code for the ultra low power wireless connectivity.

"This application provides a powerful framework for application developers," explains Thomas Embla Bonnerud, Product Manager at Nordic Semiconductor. "Allied with complete and fully-functional sample code for various ultra low power accessories, we are enabling developers to focus on building truly innovative solutions instead of dealing with the mechanics of wireless connectivity.

"And the nRFready iOS Demo App is just the beginning – Nordic plans to expand support to other smartphone platforms as well as adding sample application support for even more wireless accessories."

The nRFready iOS Demo App is available today for nRF8000 and nRF24AP2 Series IC customers from the [nRFready iOS Demo App product page](#).

About Nordic Semiconductor ASA

Nordic Semiconductor is a fabless semiconductor company specializing in ultra low power (ULP) short-range wireless communication. For more information, visit www.nordicsemi.com. Nordic Semiconductor's nRF24xxx range of 2.4GHz transceiver and transmitter devices are aimed at applications including PC peripherals (wireless keyboards/mice/multimedia controllers), game controllers, intelligent sports equipment and wireless audio (for example, MP3 and portable CD player wireless headphones and wireless PC speakers). Nordic is a member of the ANT+ Alliance and has successfully collaborated with ANT Wireless of Cochrane, Canada, since 2005. ANT devices such as the nRF24AP2 family – using Nordic 2.4GHz transceivers and the proven ANT protocol – have been used in millions of wireless sensor nodes across the world. ANT is perfectly suited for any kind of low data rate sensor network topologies in personal area networks (PANs) and practical wireless sensor networks (WSNs). ANT+ (built on the ANT protocol) facilitates interoperability between ANT+ Alliance member devices in application segments such as sports, wellness, and medical health sensors. Nordic is an associate member of the Bluetooth SIG, and has contributed core expertise in ultra low power (ULP) RF design to Bluetooth low energy wireless technology (formerly ultra low power Bluetooth). Bluetooth low energy is a short range RF communication technology featuring ultra low power consumption, a lightweight protocol stack and simple integration with Bluetooth chips. It is a hallmark feature of the latest Bluetooth Core Specification Version 4.0. The technology will support the next generation of RF communications by opening up many new opportunities for ULP wireless data links between suitably equipped mobile handsets or computers and small (typically coin cell) battery-powered devices such as sports, wellness, and medical health sensors.

Nordic's products are all manufactured in state of the art semiconductor process technologies through strong, long-term relationships with world-best manufacturing facilities. Sales are primarily made through a carefully selected worldwide distribution network

About Symmetry Electronics Corporation

Founded in 1998, Symmetry Electronics is a global supplier-authorized electronics distributor, providing value-added distribution of technology products, solutions and services to industrial and commercial markets. Symmetry Electronics is ISO 9001:2008 certified and offers electronic components, modules and solutions for a variety of customers across the globe through their sales offices or from their award-winning eCommerce site SemicondtorStore.com.