

Cypress Academy

Bluetooth 101

Cypress Semiconductor is an Infineon Technologies company



Alan Hawse
Greg Landry
Mark Saunders

For me, Cypress has always been about the people. Greg and I have now been friends for more than half of our lives and there is not a day that goes by that I am not grateful for that friendship as well as his engineering abilities. Together we have put our hearts and souls into making this book a reality.

This would not have been possible without the several hundred remarkable people who joined Cypress as part of the Broadcom IoT acquisition in the Summer of 2016. Cypress can be a prickly place to work, yet these people showed their integrity by choosing to overcome those barriers.

There are number of people, in particular, without whom we would have never sorted this out. That list includes:

Victor Zhodzishsky, Ash Kapur, Arvind Sridharan, Narasimha Rao and Vikram Ramanna for their countless descriptions, explanations, and examples.

Mark Saunders and Wesley Siebenthaler for putting up with Alan and persevering through countless revisions of the book and examples as our alpha testers (and beta testers, and gamma testers...)

Matt Landrum, Scott Atkins, and Raul Hernandez for providing material and comments for the conversion of the class from WICED Studio to ModusToolbox.

Abhishek Khinversa and Srikanth Neerella for their understanding of optimizing for low power in BLE designs and Santhosh Kumar Vojjala for insight into the world of Classic Bluetooth.

Nancy Jenkins for putting up with a continuous stream of last second changes and unreasonable demands.

One final additional thank you to Victor and Ash who started working on the Bluetooth Specifications at the very beginning. Without their contributions, WICED & Bluetooth as we know it today would not exist.

The IoT is a once in a generation opportunity for which Cypress is almost uniquely suited to take advantage of. We have the right chips, software, people and leadership to be a transformational force. It is our sincere hope that this book eases your journey to that place of greatness.

Alan Hawse
Greg Landry
Kentucky, Fall 2018