#BluetoothAsia2018#

BluetoothAsia
探索、创新、开拓

Qualification Workshop

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Go to Market

92%
of global consumers
are aware of the
Bluetooth brand

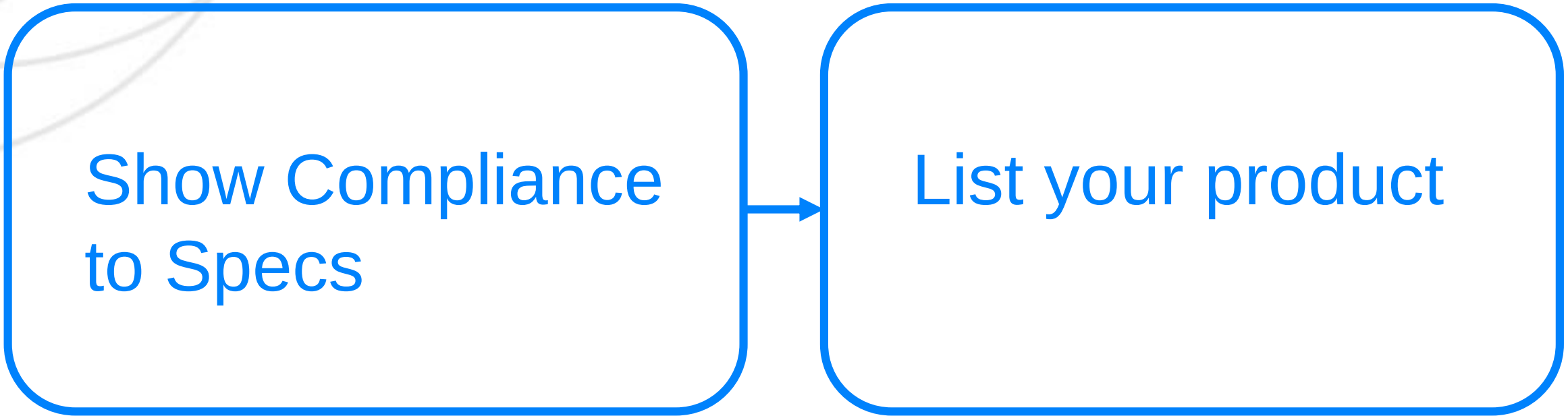
more than
half
of consumers find the Bluetooth logo positively impacts their purchase choice

Learn more: https://www.bluetooth.com/about-us/market-research

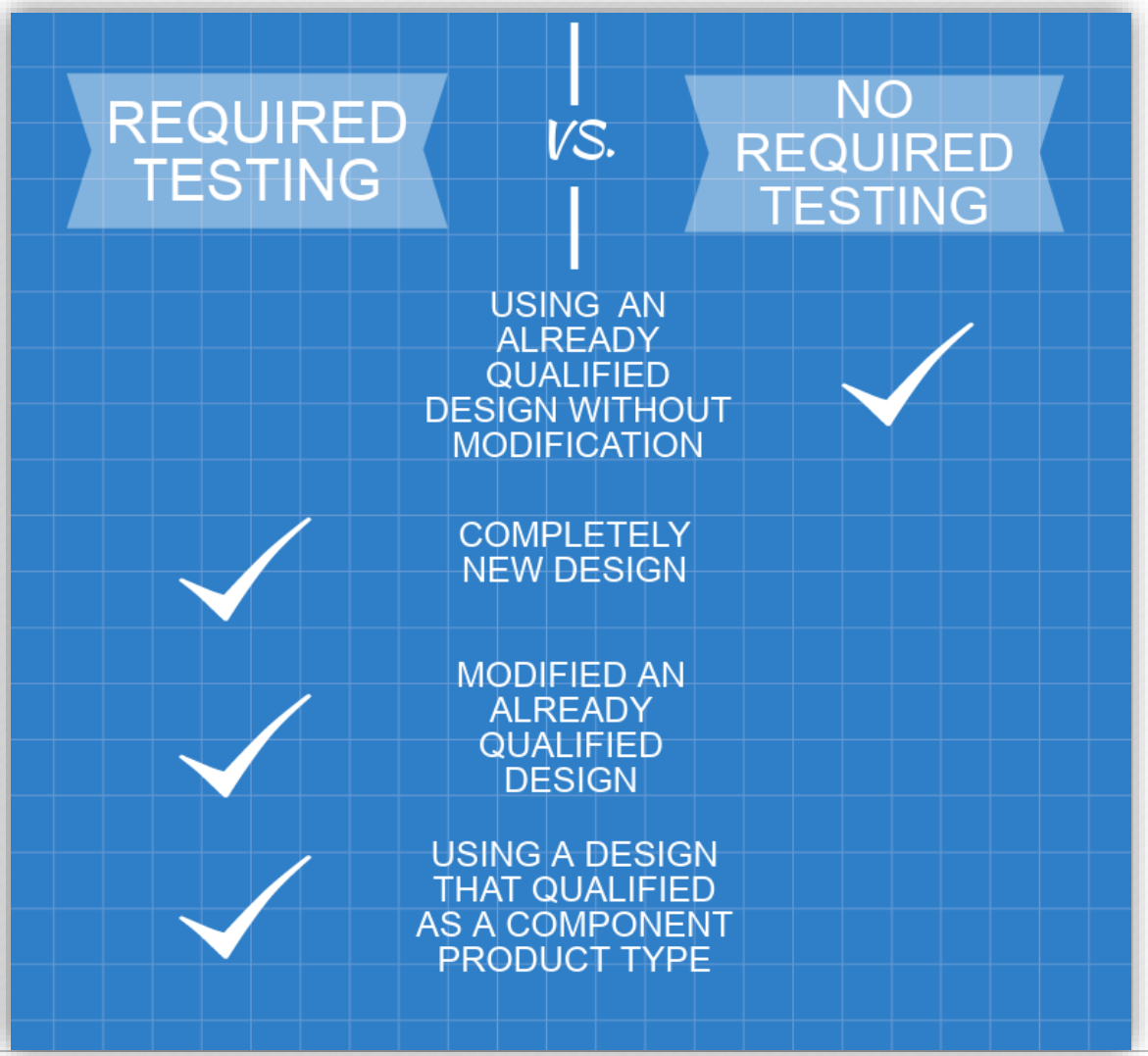
It Just Works!

Every Bluetooth Product Going to Market must go through the Qualification Program

Bluetooth Qualification Program



How to show compliance to specs?



Scenario #1:

Adding my company’s logo to a previously qualified Bluetooth speaker

Scenario #2:

Integrating a previously qualified chip in my phone and adding some Bluetooth functions to the chip

Bluetooth Qualification Test Facility

third party test facility recognized by the Bluetooth SIG to provide qualification testing service to members

List of recognized test facilities:
https://www.bluetooth.com/develop-with-bluetooth/qualification-listing/qualification-test-facilities

List your products

First product (Administrative fee required)

Second product with same Qualified Design (No fee)

Third product with same Qualified Design (No fee)

…

…

launch studio

If you are:

- Using another member organization's qualified Bluetooth End-Product or Subsystem in your product without changes or additions to the Bluetooth capabilities
- Purchasing a product manufactured by a third party and distributing it with your company's name or logo
- Creating combinations involving only qualified Bluetooth Subsystem Products and/or qualified Bluetooth End Products provided no design changes were made during the combination

Start the Bluetooth Qualification Process with **No Required Testing**

Steps

- Basic Project Information
- List Products
- Pay Declaration Fee
- Declare & Submit

If you are:

- Creating any product or combination other than those involving only qualified Bluetooth Subsystem Products and/or qualified Bluetooth End-Products

Start the Bluetooth Qualification Process with **Required Testing**

Steps

- Basic Project Information
- List Project Features (Layers)
- Select Implementation Conformance Statements (ICS)
- Generate Test Plan
- Upload Test Documentation
- List Products
- Pay Declaration Fee
- Declare & Submit

Launch Studio: https://launchstudio.bluetooth.com/
Checklist: https://www.bluetooth.com/develop-with-bluetooth/build/test-tools/launch-studio

Bluetooth Qualification Consultant

Independent consultant recognized by the Bluetooth SIG to assist members to complete qualification

List of Bluetooth Qualification Consultant:
https://www.bluetooth.com/develop-with-bluetooth/qualification-listing/qualification-consultants

enforcement program

探索、创新、开拓

Non-qualified Products

- Could cause big delays getting products through customs
- Removed from retailers

Learn more: https://www.bluetooth.com/develop-with-bluetooth/qualification-listing/qualification-enforcement-program

questions?

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谢谢

Thank you!