```arduino
char btInput;

void setup() {
  Serial.begin(9600);     // Bluetooth simulation via Serial Monitor
  pinMode(7, OUTPUT);     // LED control
  digitalWrite(7, LOW);   // Start OFF
}

void loop() {
  if (Serial.available()) {
    btInput = Serial.read();
    if (btInput == '1') {
      digitalWrite(7, HIGH);  // Turn ON
      Serial.println("Device ON");
    } else if (btInput == '0') {
      digitalWrite(7, LOW);   // Turn OFF
      Serial.println("Device OFF");
    }
  }
}
```