

connection drives innovation. innovation creates markets.

Bluetooth® technology creates connections that power innovation, establish new markets and push the limits of wireless communication worldwide.



Phone, Tablet, & PC

Phones, tablets and PCs have become portals through which we experience every thing and every place.

Bluetooth technology is the wireless constant in all of them, and the key to making IoT solutions accessible to everyone.

2.3 BILLION

Bluetooth phones, tablets, & PCs will ship in 2018

Audio & Entertainment

The audio cable was one of the first cords Bluetooth cut.

Bluetooth is now synonymous with the wireless audio

and entertainment

market, and has forever changed the way we consume media and experience the world.

1.2 BILLION

Bluetooth audio & entertainment devices will ship in 2018

Connected Device

Bluetooth Low Energy (LE) powers the Internet of Everything. From common everyday household items to health and wellness devices that are changing the face of healthcare, Bluetooth transforms the IoT vision into reality.

780 MILLION

connected devices powered by Bluetooth will ship in 2018

Automotive

The global standard for connection has set new standards

in safety. Bluetooth technology has created connections

between car and driver which have brought new levels of safety to our

roads and more convenience to the in-car experience.

86%

of new cars, trucks, & SUVs shipped worldwide in 2018 will include Bluetooth

Smart Home

For years, Bluetooth technology has been at the heart of the connected home.

Whether connecting TVs to soundbars or PCs to keyboards, Bluetooth has proven its place in the connected home and is now helping deliver the promise of the smart home.

600 MILLION

Bluetooth smart home devices will ship in 2018

Smart Industry

Bluetooth technology is powering the Industrial IoT and paving the way for the next industrial revolution. Bluetooth

enables real-time monitoring of system performance and tolerances, creating intelligent machines and whole manufacturing lines that can predict and problem solve.

10x

growth in Bluetooth smart industry devices shipped each year by 2022

Smart Building

Bluetooth is expanding the definition of the smart building. Bluetooth technology enables indoor positioning and location services and

makes intelligent building automation at scale a reality, even in commercial and industrial environments where reliability and security requirements are highest.

815 MILLION

Bluetooth smart building devices will ship each year by 2022

Smart City

Bluetooth helps connect city infrastructures in ways never before imagined to enhance the visitor experience and

improve the quality of life for citizens, businesses, and employees around the globe.

5x

growth in location services deployments per year by 2022

Bluetooth is a community driven to create a better future. Learn more about the innovation Bluetooth brings to life at

[Bluetooth.com/markets](https://www.bluetooth.com/markets)