



蓝牙课程介绍

蓝牙市场分析

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尊重版权，盗版必究



课程提纲

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2

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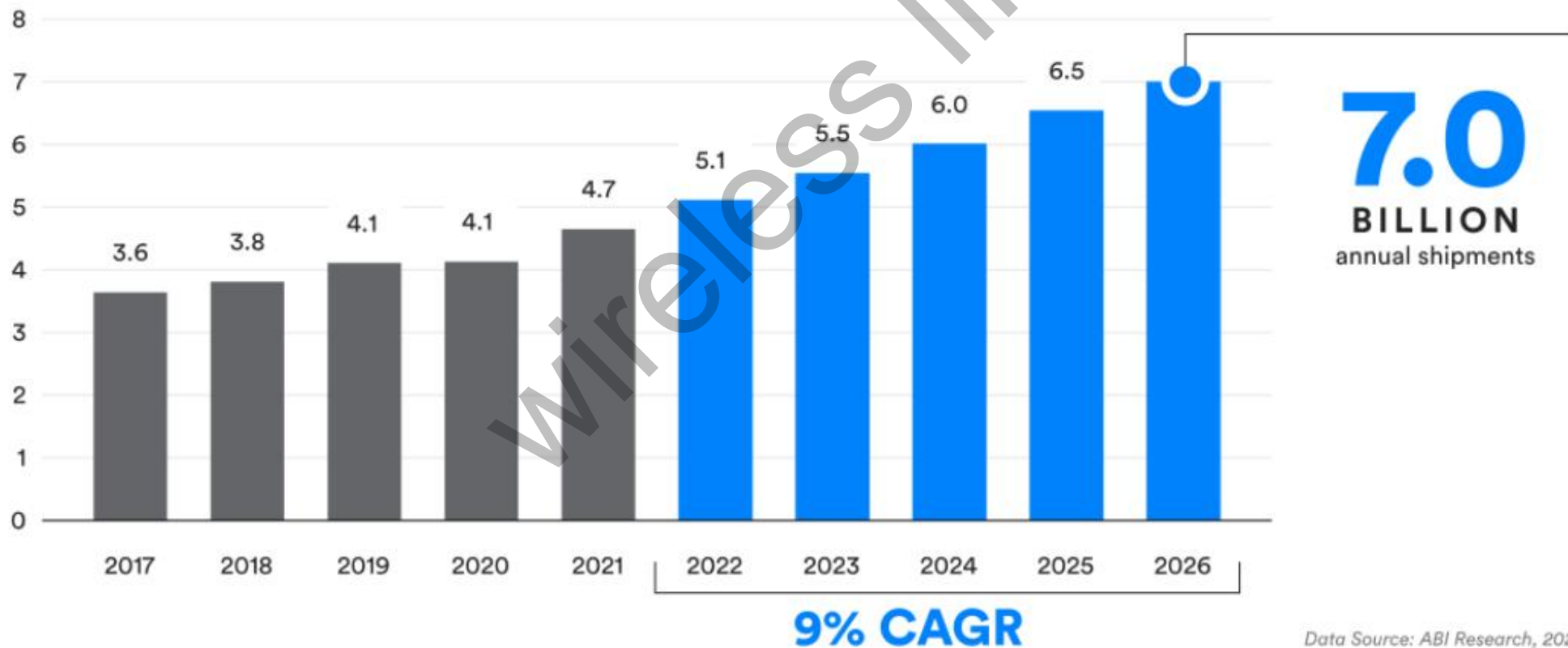
蓝牙技术行业细分

1

蓝牙出货量

Total Annual Bluetooth® Device Shipments

NUMBERS IN BILLIONS







LE Audio



High-Accuracy Distance Measurement



Higher Data Throughput

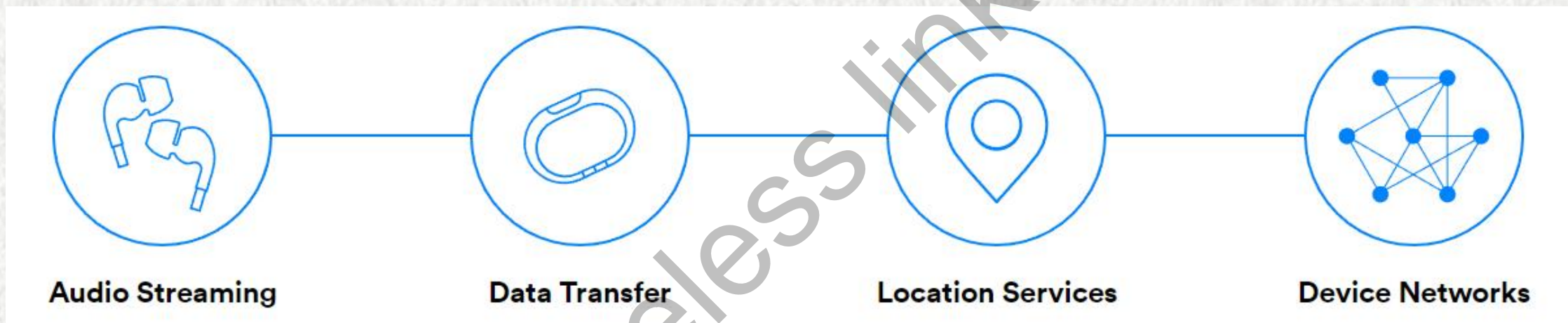
在20年的创新基础上，LE Audio将提升蓝牙®音频的性能，增加对助听器的支持，并启用Auracast™广播音频，这是一种创新的蓝牙新功能，有可能再次改变我们体验音频的方式，并与我们周围的世界连接。

蓝牙®无线技术不断增长的设备定位功能集——目前包括存在（通过广播）、距离（通过RSSI）和测向（通过AoA/AoD）——目前正在进行一个规范开发项目，以实现两个蓝牙支持设备之间的高精度距离测量。这一特性有望提高定位系统和数字密钥解决方案的性能。

今天，越来越多的用例和应用程序正在寻找更大的数据传输性能，以及流媒体更大的支持，并可以受益于更高的数据速率蓝牙®LE PHY。目前正在开展工作，以解决这一不断增长的市场机会。

2

解决方案领域出货量



音频

数传

定位

组网

Key Use Cases



Wireless Headsets

The original wireless audio device, from padded earphones to true wireless earbuds, Bluetooth® headsets are now a must-have accessory for mobile phones



Wireless Speakers

Whether it's a high-fidelity entertainment system in the home or a portable option for the beach or park, there's a speaker for any occasion in every imaginable shape and size.



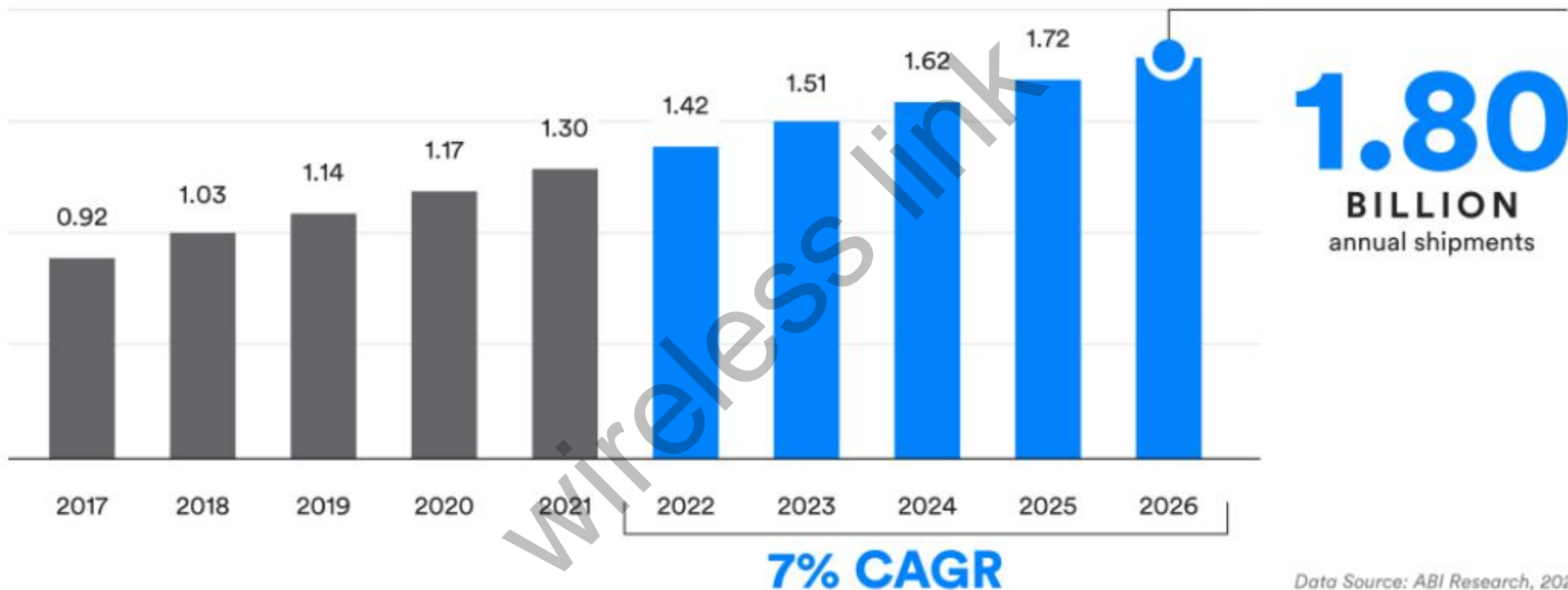
In-Car Systems

Bluetooth® in-car infotainment systems pair with driver smartphones to enable hands-free audio streaming and calling, allowing drivers to keep their focus on what matters most.

2 音频解决方案领域 - 出货量

<https://blog.csdn.net/XiaoXiaoPengBo>

NUMBERS IN BILLIONS



374
MILLION

Bluetooth® speakers will ship in 2022

<https://shop220811498.taobao.com/>

675
MILLION

Bluetooth® headphones will ship in 2022

Key Use Cases



Sports & Fitness

Bluetooth® technology powers wearable devices like fitness trackers and smartwatches that are showing up on wrists everywhere to monitor steps, exercise, activity, and sleep.



PC Peripherals & Accessories

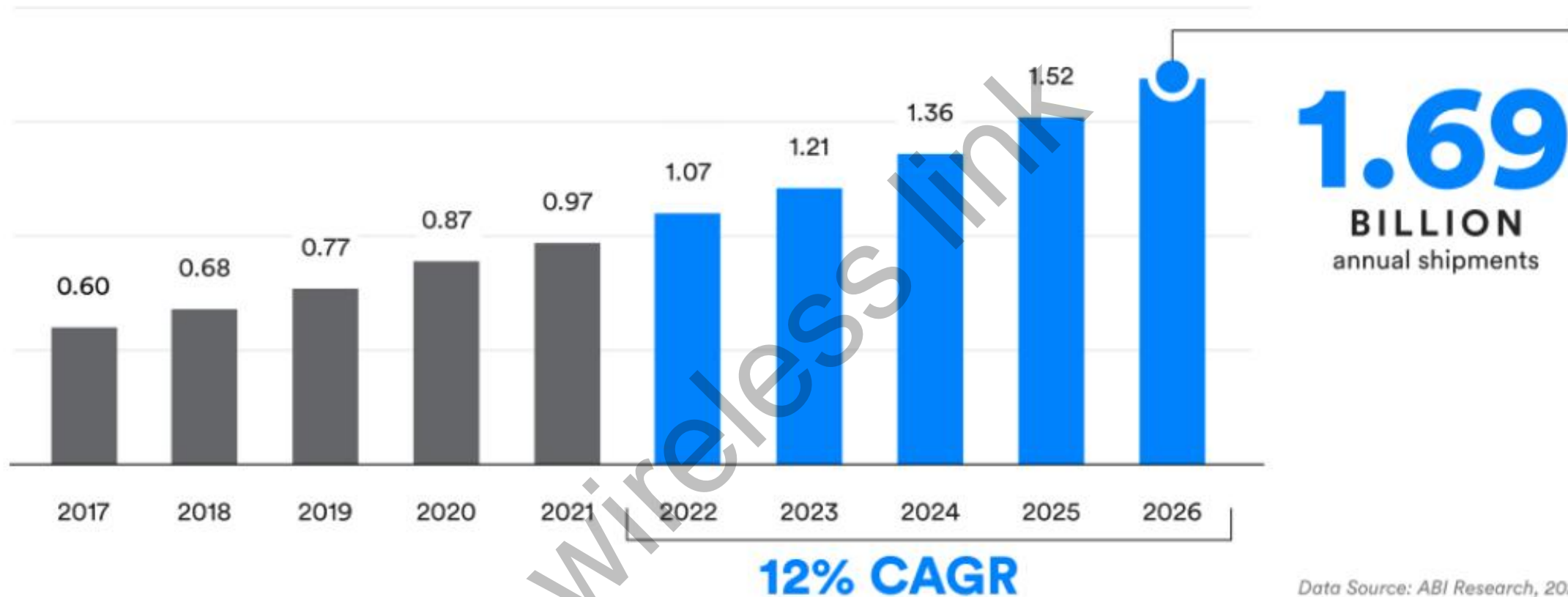
A driving force behind Bluetooth® technology is freedom from wires. Whether it's a keyboard, trackpad, or a mouse, peripheral devices no longer need wires to stay connected to the systems they control.



Health & Wellness

From blood pressure monitors to portable ultrasound and x-ray imaging systems, Bluetooth® technology helps people track and improve their overall wellbeing while making it easier for healthcare professionals to provide quality care.

NUMBERS IN BILLIONS



432
MILLION

personal
Bluetooth®
consumer
electronics will ship
in 2022

263
MILLION

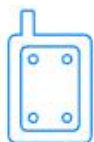
Bluetooth® remote
controls will ship in
2022

<https://shop220811498.taobao.com/>

182
MILLION

Bluetooth® PC
accessories will ship
in 2022

Key Use Cases



Asset Tracking

Bluetooth[®] technology is powering rapid growth in real-time locating system (RTLS) solutions used for tracking things and people, whether that's locating tools and workers in a warehouse or medical devices and patients in a hospital.



Indoor Navigation

From airports and train stations to malls, museums, and stadiums, Bluetooth[®] indoor positioning systems (IPS) have quickly become the standard for overcoming the indoor coverage challenges of GPS, helping visitors navigate their way through complex facilities.



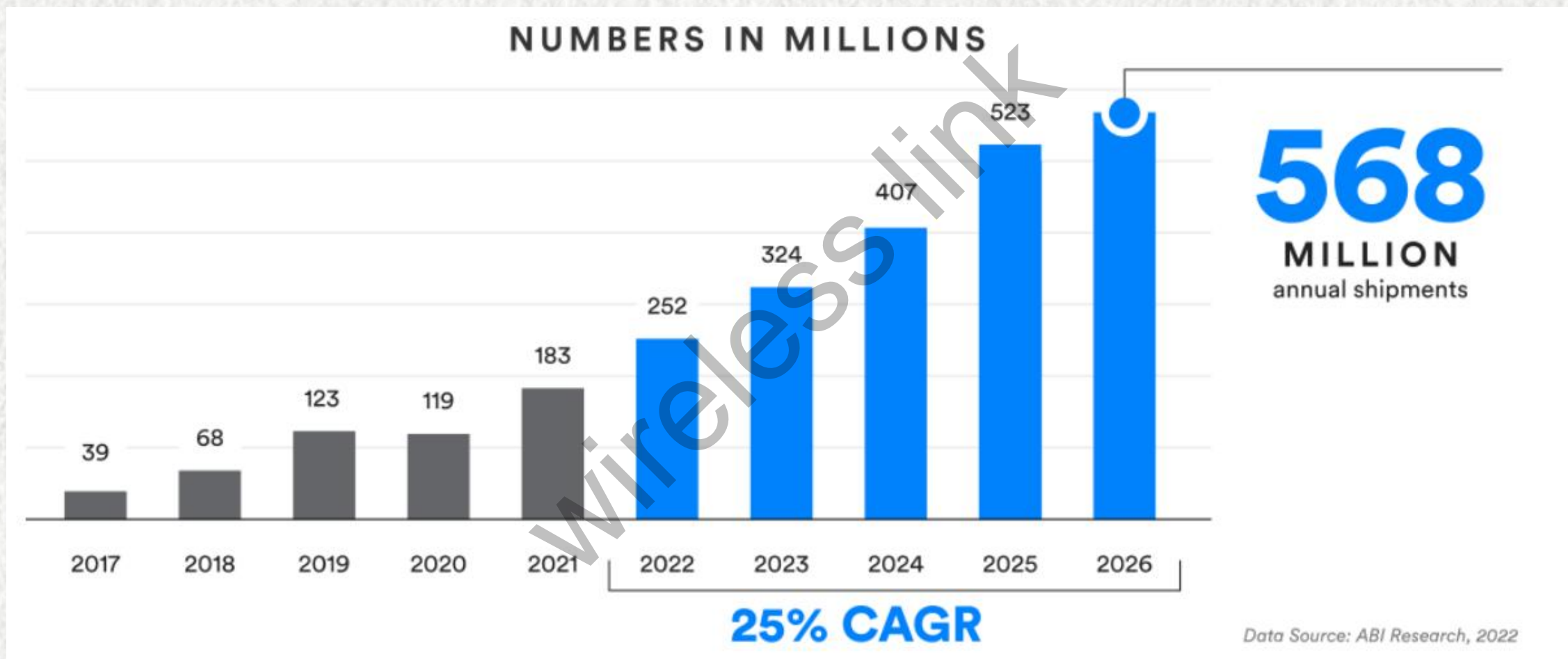
Digital Key

The smartphone is becoming a natural part of everyday life. Bluetooth[®] technology is enabling smartphones to be used as a convenient and secure digital key, unlocking doors and spaces as you approach your car, home, office building, and more.



Personal Item Finding

A growing number of consumers are attaching Bluetooth[®] tags to keys, wallets, purses, and other personal property. When an item with a tag is misplaced, the user simply launches an application on their smartphone to locate it.



Key Use Cases



Control Systems

Bluetooth® mesh networking is quickly being adopted as the wireless communications platform of choice in a number of control systems, including advanced lighting solutions for the smart building and smart industry markets.



Monitoring Systems

Bluetooth® wireless sensor networks (WSN) monitor light, temperature, humidity, and occupancy to improve employee productivity, lower building operating costs, or better meet condition and maintenance requirements of production equipment to reduce unplanned downtime.

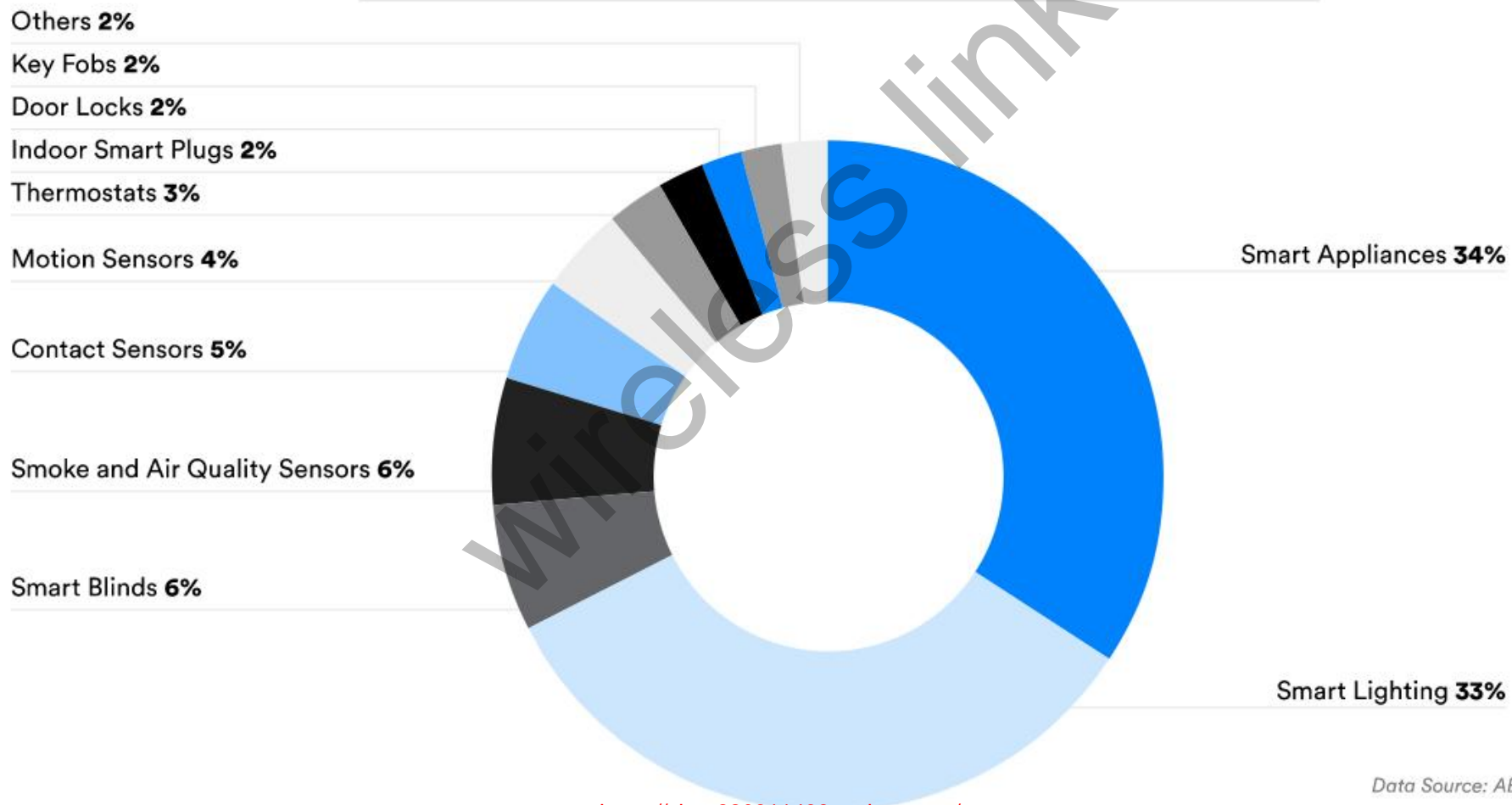


Automation Systems

Bluetooth® technology enables the automation of a building's essential systems, including HVAC (heating, ventilation, and air conditioning), lighting, and security to harness energy savings, lower operating costs, and improve the life span of a building's core systems.



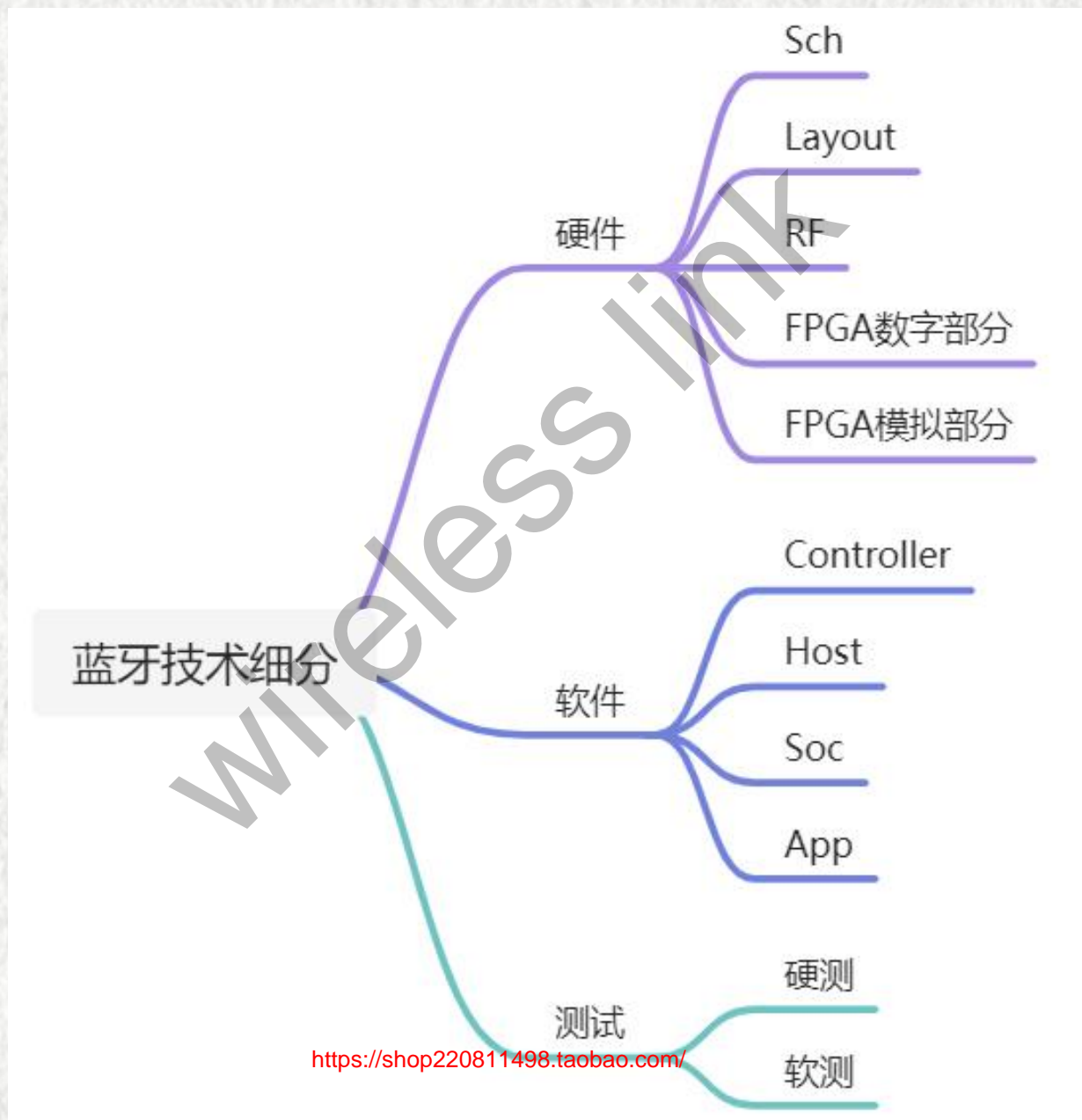
2022 Bluetooth® Smart Home Device Shipments



Data Source: ABI Research, 2022

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蓝牙技术行业细分





感谢您的耐心聆听

THANKS FOR WATCHING