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CSR forges Bluetooth™ alliances through its new partner program

Accelerates delivery of advanced solutions for a wide range of Bluetooth applications

Cambridge, UK– October 1, 2001 – CSR (Cambridge Silicon Radio) today announced the launch of its new partner program. 23 independent companies and consultants have now joined the program providing products including development boards, operating systems, software stacks, system design and development services around the world. By forming this program, CSR aims to provide its customers with unrivalled support to accelerate development efforts and further cut time-to-market for Bluetooth products.

This is a very significant step to create the most extensive collection of alliances with companies that can help us deliver the world's most advanced solutions for Bluetooth applications. It creates an environment that will help us, our partners and our mutual customers to succeed, commented Clive Chelsom-Pill, partner program manager, CSR. With agreements signed with twenty three partners already, and a further thirty to be announced shortly we are definitely on track to have the most successful program in the Bluetooth industry, offering the most comprehensive range of fully supported designs for the widest variety of wireless applications.

The growing list of major international companies participating in the partner program falls into five main categories and significantly eases the challenges engineers face designing Bluetooth enabled devices.

Those partners providing software support include Extended Systems, Impulsesoft, Mezoe and WIDCOMM. These leading suppliers offer complete qualified Bluetooth protocol stacks, Bluetooth Windows applications, reference designs and test and development software tools.

CSR's hardware partners include GigaAnt and Protura Wireless, who manufacture off-the-shelf Bluetooth antennas that include a range of internal/embedded and external antennas, helping to reduce product time to market.

CSR's third party design partners include Addvalue Technologies (Singapore), AU System (Sweden), Comitech Systems (Sweden), CRL (UK), Generics (UK), IMST (Germany), Penell (Denmark), PI Technology (UK), Plextek (UK), RTX (Denmark), Stellcom (U.S.), The Technology Partnership (UK), Transpond (UK), Vivid (Singapore) and Flextronics. The third party partners provide consulting services, systems integration, business technology and supply application development services for Bluetooth technology, including electronic hardware development and embedded software development.

CSR's distribution partners and representatives have been carefully selected and provide high levels of Bluetooth technical expertise right through to design-in and application support.

Test equipment partners include Agilent Technologies. This part of the program ensures that CSR's integrated circuits and test equipment are interoperable, allowing engineers to focus on their designs. CSR's customers are able to reliably use its partners test equipment to verify that their application is working as designed and have their product qualified by the Bluetooth SIG.

About Bluetooth

Bluetooth is a technology specification for low-cost, short-range radio links between mobile PCs, mobile phones and other portable devices. The Bluetooth specification defines, for the first time, a radio standard that allows mobile phones, hand-held computers and PCs to wirelessly communicate without manual user intervention. Bluetooth is lower in cost and power consumption than alternative wireless standards.

More information about Bluetooth can be found on the SIG web site at <http://www.bluetooth.com>