



## **IrDA and Bluetooth SIG Renew MOU to Collaborate on Market Development for Wireless Communications**

**October 4, 2010**

Walnut Creek, CA – Infrared Data Association® (IrDA®) and the Bluetooth Special Interest Group (SIG) announced today the signing of a Memorandum of Understanding (MoU) for broad range collaboration in the development of wireless communications and utilization of the Object Exchange Protocol (OBEX™) specification. The original MoU was first signed in the late 1990's when the Bluetooth SIG first began utilizing IrDA's OBEX™ specification.

This renewed MoU builds on the strength of an existing relationship between the two organizations which includes the launching of a new IrDA membership program tailored to Bluetooth SIG members to maximize the benefits of collaboration. In addition to membership program offerings, the IrDA and Bluetooth SIG will also evaluate the benefits of joint interoperability test events, reduce barriers to facilitate the collaboration among groups within each party that share common interests to further enhance the technologies, and collaborate on the promotion of qualification/certification testing facilities and services.

“This strategic collaboration provides an excellent opportunity for two organizations that are already developing innovative solutions for various industries,” said Midori Miller, executive director of marketing and business development of the IrDA. “As a part of our new relationship, we are happy to introduce a new IrDA membership program for Bluetooth SIG members. The discount membership program for Bluetooth SIG members facilitates easy access to the OBEX specifications and any related updates.”

“The Bluetooth SIG and IrDA have many members in common. The creation of new programs that benefit members within both organizations makes a lot of sense,” said Peter Cook, specification director of the Bluetooth SIG.

IrDA and the Bluetooth SIG concluded on the scope of collaboration within the MoU on September 29. For further information, please visit [www.irda.org](http://www.irda.org).

### **About IrDA**

IrDA ([www.irda.org](http://www.irda.org)) is an International Organization formed in 1993 and is dedicated to creating global, interoperable, low-cost infrared technology specification standards. Current market data verifies the global proliferation of IrDA IR enabled devices. To date, over 1 billion IrDA products have been shipped. As a result of the recent completion of IrSimple specification and with new advances in technology for Giga-IR, demand for IrDA products is estimated to grow substantially.

### **About the Bluetooth SIG**

The Bluetooth Special Interest Group (SIG), comprised of leaders in the telecommunications, computing, consumer electronics, automotive and network industries, is driving development of *Bluetooth* wireless technology and bringing it to market. The Bluetooth SIG includes Promoter member companies Ericsson, Intel, Lenovo, Microsoft, Motorola, Nokia and Toshiba, along with over 13,000 Associate and Adopter member companies. The Bluetooth SIG, Inc. headquarters are located in Kirkland, Washington, U.S.A. For more information please visit [www.bluetooth.com](http://www.bluetooth.com).

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