

Bluetooth Application Guide for Sena Bluetooth Modules: Marketing and Listing of End Products

SENA BLUETOOTH Modules

**Parani-BCD100
Parani-ESD Series**

Table of Contents

1 Introduction.....3

2 Bluetooth SIG Membership.....3

3 Bluetooth Qualification and Listing.....4

 3.1 PRD 1.0.....5

 3.2 PRD 2.0.....5

 3.3 QDL.....5

 3.4 EPL.....5

4 Use of the Bluetooth Trademark.....5

5 Marking Requirements.....5

6 Summary.....6

7 Reference.....7

8 History.....7

1. Introduction

This document is an attempt to describe the different issues that may occur for a product owner that integrates a Sena Bluetooth module into their own product with regards to marking of the product and use of the Bluetooth brand.

Two related issues are important in this context:

1. Bluetooth Qualification and Listing: This is the Bluetooth special Interest Group (SIG) program to ensure interoperability
2. Bluetooth Trademark: The Bluetooth Trademark is protected and there are rules in how to use the trademark in product marking and documentation.

This document does NOT cover issues with regards to regulatory approvals e.g. CE and FCC approvals

2. Bluetooth SIG Membership

There are different levels of membership in the Bluetooth SIG and it is out of context for this document to describe the different levels and we will concentrate on the basic level of membership called Adopter

The Adopter membership is free but a company that wants to have membership needs to sign an agreement with the Bluetooth SIG. This agreement grants to the company the right to use the Bluetooth Trademark of Bluetooth qualified products (See chapter "Use of the Bluetooth Trademark") and also states that the company is required to follow the Trademark rules. If not signed, the Bluetooth trademark must not be used.

The Bluetooth SIG membership also allows for the final product to be listed on the Bluetooth SIG End Product Listing (see chapter "Bluetooth Qualification and Listing" below).

3. Bluetooth Qualification and Listing

3.1 PRD 1.0

Since the Bluetooth SIG started there has been a program to test and verify interoperability amongst Bluetooth products. The original program is called PRD 1.0. This program made it possible to test interoperability and qualify Bluetooth designs, components (e.g. HCI modules and SW stacks) as well as End Products. The SENA Bluetooth modules are qualified as End Products.

Due to the fact that SENA Bluetooth modules are qualified as End Product no additional qualification for a product using these modules are required.

3.2 PRD 2.0

A new program called PRD 2.0 recently replaced the PRD 1.0 program. The PRD 2.0 program contains two different listings:

1. Qualified Design Listing (QDL)
2. End Product Listing (EPL)

All SENA Bluetooth products are listed under PRD 2.0 program

3.3 QDL

The QDL is similar to the PRD 1.0 listing and may be done for components as well as for End Products. A QDL listed product is assigned a unique number called Qualified Design ID and looks like B000999. To list a product on the QDL at least Bluetooth Adopter membership is required and a substantial cost is involved.

The SENA Bluetooth Products are all listed as PRD 2.0 QDL End Products. The users of SENA Bluetooth modules are NOT required to list their products under the QDL listing.

3.4 EPL

The EPL is more "market oriented" listing of products that is using the Bluetooth Technology. Products listed on the EPL are referring to QD ID of the Qualified Design they are using to implement the Bluetooth solution of their product. On the listing is a possibility to add sales related information about the product like pictures, data sheets and links to product Web pages.

A product based on a SENA Bluetooth product may be listed here by referring to the QD ID or the SENA product used.

To list a product on the EPL is free, but to be able to do it, at least a Bluetooth SIG Adopter membership is required (see chapter "Bluetooth SIG Membership").

NOTE it is not required to list a product based on a QDL on the EPL but it is required to mark it with the QD ID (see chapter "Marking Requirement")

4. Use of the Bluetooth Trademark

To be able to use the *Bluetooth* Trademark (i.e. the *Bluetooth* logo and the *Bluetooth* name) at least a *Bluetooth* SIG Adopter membership is required (see chapter "Bluetooth SIG Membership" above).

By signing this membership the signer claims that he is using the trademark correctly as defined by the SIG. The trademark rules can be found on the *Bluetooth* SIG home page (www.bluetooth.org).

5. Marking Requirements

It is required to "mark" a product using a QDL listed design with the QD ID of the used design. See reference 2 for more details on this. Some short notes:

The reference can be placed either on the product itself or on the product packaging (or both).

It is recommended that the product literature include the reference as well although it is not required.

NOTE If the final products is listed on the EPL it satisfies the marking requirements and no further marking is required (see chapter "Bluetooth Qualification and Listing" for more about the EPL)

It is not required to be Bluetooth SIG member to refer to a QD ID but to use the trademark it is (see chapter "Use of the Bluetooth Trademark")

5.1 QD-IDs:

The SENA Bluetooth modules are based on OEM modules manufactured by SENA. The modules are qualified and QD-listed by SENA. Therefore the relevant QD ID is the one of the SENA OEM modules, which are following

SENA Bluetooth Module	QD ID
Parani-BCD100	B015728
Parani-ESD1000	B013676
Parani-ESD200	B012681
Parani-ESD210	B016862
Parani-ESD110V2	B016862
Parani-ESD100V2	B01589
Parani-ESD100	B012680

6. Summary

A product owner of product based on a SENA Bluetooth product that want to use the Bluetooth Trademark is required to be at least an Adopter member of the Bluetooth SIG. He is also obliged to follow the Bluetooth Trademark rules and guidelines.

Adopter membership is also required if he wants to list his product on the new PRD 2.0 End Product Listing

All Products based on a SENA Bluetooth product needs to follow the Bluetooth marking guidelines.

NO additional Bluetooth qualification is required for final product based on a SENA Bluetooth product.

7. References

1. www.bluetooth.org; *Bluetooth* SIG; The home page of the *Bluetooth* SIG.
2. Product Marking Guide; *Bluetooth* SIG; Document describing the marking requirements for a product using QDL listed product (PRD 2.0)

8. History

Revision	Date	Author	Comments
1.0	Apr 1 2011	Sai Kesineni	Initial version