NXP at Bluetooth World 2015

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Our team had a great time introducing new and existing audiences to our leading Bluetooth Smart technologies and solutions which are driving wearable and IoT implementations. They are enabling applications ranging from smart lighting and home automation systems to health and sports trackers.

Our offering of Bluetooth Smart solutions complements our portfolio of other technologies for wearable and IoT applications such as:

Microcontrollers
NFC
Zigbee

At the event we showcased these products and demonstrated our solutions' advanced features. We were very pleased with the reaction, with a lot of interest generated for our Bluetooth Mesh Solution. SVP Asit Goel delivered a keynote highlighting, "Bluetooth for the smart home".

This was a very enjoyable event for our team and we are looking forward to the next.