
Description:

Bluetooth Low Energy is the enhanced and distinguished development of the classic Bluetooth technology which focuses on low energy, battery operated sensor type of applications. Bluetooth Low Energy is fundamentally different in that it is designed for transmission of small amounts of data instead of periodic data streaming connections featured in Classic Bluetooth technology. The Global Market for the BTLE technology currently is at about $40 billion and is expected to touch $90 billion by 2020. The applications of BTLE are spread across fields of consumer electronics, peripherals, medicine, health, sports and fitness, Industry automation, automotive, advertising and beacon sensing.

The distinction that BTLE provides on the basis of technology from its previous versions has manufacturers worldwide squandering for the need of optimization its highly efficient core specifications to suit the needs of range and positioning for its multitude of applications. This report presents the relevance of BTLE based on all these factors which will provide developers the impetus to target the core of this technology and build comprehensive solutions for their customers. It also consists of a detailed analysis of the BTLE market by geography and industry verticals that can be augmented in the strategic alignment for the market.

The report provides analysis of the market forces, market landscape and an exhaustive profiling of the major market players with attributes of company overview, financial overview, business strategies, product portfolio and recent developments in investment scenario, collaborations and joint ventures. Market shares of major players in this field for the year 2014 have been provided. The major players profiled in this report include Texas Instruments, Nordic Semiconductors, Cambridge Silicon Radio, Ericsson Technologies and Bluegiga Technologies among many others.

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