
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.

Contents:
1. Global Bluetooth Low Energy - Market Overview
2. Executive Summary
3. Bluetooth Low Energy - Market Landscape
   3.1. Market Share Analysis
   3.2. Comparative Analysis
   3.2.1. Product Benchmarking
   3.2.2. End User Profiling
   3.2.3. Patent Analysis
   3.2.4. Top 5 Financial Analysis
   3.3. BSIG Membership
4. Bluetooth Low Energy - Market Forces
   4.1. Market Drivers
   4.2. Market Constraints
   4.3. Challenges
   4.4. Attractiveness of Bluetooth Low Energy Industry
   4.4.1. Power of Suppliers
   4.4.2. Power of Customers
   4.4.3. Threat of New Entrants
   4.4.4. Threat of Substitution
   4.4.5. Degree of Competition
5. Bluetooth Low Energy Strategic Analysis
   5.1. Value Chain Analysis
   5.2. Pricing Analysis
   5.3. Opportunities Analysis
   5.4. Product/Market Life Cycle Analysis
   5.5. Suppliers and Distributors
5.6. Technology Regulations and Qualification Analysis
6. Bluetooth Low Energy Market - By Applications
   6.1. Consumer Electronics
   6.2. PC and Peripherals
   6.3. Medicine and Health
   6.4. Smart Energy
   6.5. Sports and Fitness
   6.6. Industry Automation
   6.7. Points of Sale (POS)
   6.8. Location and Advertising
   6.9. Mobile Telephony
   6.10. Automotive
   6.11. Security and Emergency Response
   6.12. Entertainment
   7.1. Integrated Modules
      7.1.1. Single Mode BTLE
      7.1.2. Dual Mode BTLE
   7.2. Discrete Solutions
      7.2.1. Microcontrollers
      7.2.2. Battery
      7.2.3. Antenna
      7.2.4. Sensor components
8. Bluetooth Low Energy Market - By Geography
   8.1. Introduction
   8.2. Americas
      8.2.1. North America
      8.2.2. Brazil
      8.2.3. Argentina
      8.2.4. Mexico
   8.3. Europe
      8.3.1. UK
      8.3.2. France
      8.3.3. Germany
   8.4. APAC
      8.4.1. China
      8.4.2. India
      8.4.3. Japan
      8.4.4. Oceania
   8.5. Africa and Middle East
   8.6. ROW
9. Market Entropy
   9.1. New Product Launches
   9.2. M&As, Collaborations, JVs and Partnerships
10. Investment Opportunities - Analysis by Target companies/customers, Capital Investments, ROI, Payback Period and Source of Funds.
11. Company Profiles (Overview, Financials, SWOT Analysis, Developments, Product Portfolio)
   11.1. Ericsson Technology Licensing
   11.2. Intel
   11.3. Lenovo
   11.4. Microsoft
   11.5. Motorola
   11.6. Nokia
   11.7. Toshiba
   11.8. IBM
   11.9. Panasonic
   11.10. Bluegiga Technologies
   11.11. Nordic Semiconductors
   11.12. Philips
   11.13. Cambridge Silicon Radio (CSR)
   11.14. Texas Instruments
   11.15. Samsung
   11.16. MyLand Limited
11.17. Qualcomm
11.18. Nike
11.19. Wahoo
11.20. LG
11.21. Ellisys
12. Appendix
12.1. Abbreviations
12.2. Sources
12.3. research Methodology
12.4. Bibliography
12.5. Comparison of Expert Insights
13. Disclaimer

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