

## THE APPEARANCE AND APPLICATION OF BLUETOOTH

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Bluetooth technology is the global wireless standard enabling convenient, secure connection for an expanding range of devices and serves. It is an essential element for bringing everyday objects into the connected world. Bluetooth technology exchanges data over short distances using radio transmission.

The name "Bluetooth" comes from the 10th century Danish King Harald Blåtand or Harald Bluetooth in English. King Blåtand helped to unite warring factions in parts of what are now Norway, Sweden and Denmark. Similarly, Bluetooth technology was created as an open standard to allow connectivity and collaboration between disparate products and industries. The idea of this name was proposed in 1997 by Jim Kardach who developed a system that would allow mobile phones to communicate with computers. At the time of this proposal he was reading Frans Gunnar Bengtsson's historical novel "The Long Ships" about Vikings and King Harald Bluetooth. The implication is that Bluetooth does the same with communication protocols uniting them into one universal standard. The Bluetooth logo is a bind rune merging the Younger Futhark runes \* (Hagall) and ᚷ (Bjarkan), Harald's initials.

The technology used by Bluetooth turns was discovered in 1940 by the military. In 1994 a group of engineers at Ericsson, a Swedish company, invented a wireless communication technology, later called Bluetooth. In 1998, the original group of Promoter companies – Ericsson, Intel, Nokia, Toshiba and IBM – came together to form the Bluetooth Special Interest Group (SIG). Since no single company owns the technology, the SIG member companies work together to preserve, educate and further Bluetooth technology as a means to bring devices into the connected world.

Bluetooth wireless technology is built into billions of products, from cars and mobile phones to medical devices and computers and even forks. Bluetooth technology allows you to share voice, data, music, photos, videos and other information wirelessly between paired devices. Originally intended to be a wireless replacement for cables on phones, headsets, keyboards and mice, Bluetooth technology now goes way beyond that. In the health and fitness market the use cases vary widely – from sensors that monitor activity levels to medical and wellness devices that monitor healthcare, like a glucometer, inhaler or toothbrush. The Bluetooth is also seeing developments where drivers will monitor important information like vehicle diagnostics, traffic, even driver health – all in real time.

Bluetooth devices can advertise all of the services they provide. This makes using services easier, because more of the security, network address and permission configuration can be automated with many network types. Bluetooth is used by such companies as Nokia, Apple Inc., HTC Corporation, Samsung Group, Google Inc. etc.