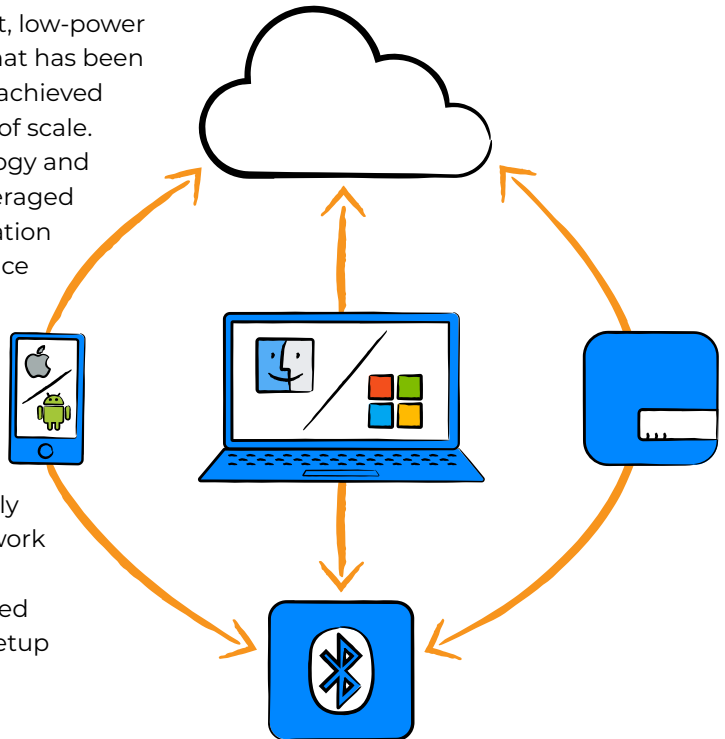**((o))**
**Blecon**

# Bluetooth, meet the Cloud.

**Blecon enables physical products to communicate with cloud applications using Bluetooth Low Energy.**

Bluetooth is a low-cost, low-power wireless technology that has been globally adopted and achieved unrivalled economies of scale. This powerful technology and ecosystem can be leveraged as a pragmatic foundation for IoT Connectivity once certain barriers have been overcome.

With Blecon, Bluetooth devices communicate with the cloud by seamlessly roaming across a network of hotspots — phones, computers, or dedicated hubs — without any setup or pairing.

# Why Blecon?

**No Pairing Needed:** Automatically connect your Blecon-enabled Bluetooth devices to the cloud using any available hotspot without traditional Bluetooth pairing.

**Cellular-Like Network:** Devices can route data bi-directionally through any available Blecon hotspots, enabling cellular-like roaming.

**Plug & Play:** Download an app or plug in a Blecon hub — it's that simple. All Blecon hotspots are zero configuration.

**Designed for Integration:** Enabling cloud and embedded developers to efficiently build into products.

**Use Existing Infrastructure:** Enable phones and computers as Blecon hotspots, minimising additional hardware costs.

**Global IoT Deployment:** Devices can operate in any region, leveraging Bluetooth's global adoption.

**End-to-end Security:** Secure communication from device to cloud without pairing.

**Cost & Energy-Efficient:** Enjoy the low-power & low-cost benefits of Bluetooth Low Energy

## All the benefits of Bluetooth, with the deployment model of Wifi, and the network model of Cellular.

## To learn more about Blecon, click the links below or visit us at blecon.net

| Bluetooth, meet the Cloud | Benefits and Barriers to using Bluetooth Low Energy for IoT Connectivity | Why Embedded Products are Adopting Product Analytics and Engineering Diagnostics |