

More than a fashion, the green trend has been part of Baracoda activities since the company's inception in 2001. Pioneers and experts of Bluetooth technology dedicated to data capture, we are proud to announce today that this technology is evolving as we initiate a new stage of environmentally friendly innovation.

### **Bluetooth® : What's up ?**

Bluetooth technology is constantly evolving and the next step in this evolution will be ultra low power Bluetooth technology. Ultra low power will give consumers new ways and new places - like sports and wellness and entertainment - to experience Bluetooth.

Thanks to its innovative design, this new version will consume a fraction of the power of classic Bluetooth enabled products. In many cases, products will operate for more than a year on a tiny button cell battery without recharging.

This ultra low power version will exist alongside the classic version of Bluetooth technology and products will be compatible.

Ultra low power Bluetooth enabled products are expected to reach the market in late 2008.

### **Baracoda acts**

This environment awareness comes in every level of our company through strict and efficient methods. In addition to its ISO 9001 certification that aims at always increasing customer satisfaction, Baracoda commits:

- To work with involved partners that act for environment preservation: production and logistics activities are outsourced to Canon France certified ISO 14001 and Logista France.
- To set up an audit with France Telecom within the framework of our consumer activity to Chinese factories that we work with
- To make sure that end of life products return to us to be recycled or remanufactured
- To make in-house daily simple acts that are essential to the planet protection: limitation of paper usage, server replacement, systematic computers and light extinction at the end of the day

**To know more about our sustainable development charter please contact us at:**

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