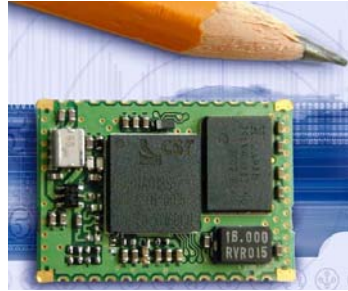


Feasibility Study - Radio Enabling Products



Cambridge Consultants has been established for over 40 years and has a long track record of designing successful wireless products. But for companies working in this sector, the technical barriers can be high. Especially when you have to get it right first time. That's where we specialise. We're at the leading edge, delivering market and customer value. Getting it right. First time.

Bluetooth®, DECT, ZigBee®, GSM, UWB, UMTS, DAB, Wireless LANs – the choice of radio technologies can seem bewildering. Our experts can help you select the right technology for your application and then maximise the value you obtain by developing standard or proprietary solutions that best suit your business needs. Cambridge Consultants can help in all aspects of this process and has a standard 'study package' that may be employed. We can analyse your application from both a system and business case perspective to determine which technological approach is best suited to you.

Radio Technologies

- Wide range of radio technologies available to the product designer

- Must carefully select the best technology to meet product technical and commercial needs
- Many questions must typically be answered:
 - Which frequency band should be used?
 - What are the radio system issues for my product / environment? (e.g. likely interferers and achievable range)
 - What are the system trade-offs?
 - What is the required power consumption?
 - How should the product be developed? (e.g. off-the-shelf components, IP vs custom development)
 - How does the regulatory process work for the chosen technology?
 - What reliable data rate is achievable?
 - Should custom silicon be considered?

Feasibility Work Programme

Cambridge Consultants has a standard programme of work designed to help clients decide how best to radio enable a product.

- Kick off workshop. Gain an understanding of the products to

be radio-enabled, the type of data, the operating environment and technical and commercial constraints.

- Brief analysis of radio system issues
- Screening of suitable technologies
- Evaluation and ranking of technologies
- Report presentation, proposing a short list of suitable technologies, with their associated technical characteristics, regulatory requirements, development options.

Independent Advice in Many Areas:

- Industrial, commercial and home
- Integrated RF ASIC design
- Low power, low data rate links
- Professional, high spec radio
- Medical telemetry
- RF tagging

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Bluetooth® is a registered trademark of Bluetooth SIG, Inc.

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