
For engineers, product designers and technical marketers who need to design a cost-effective, easy-to-use, short-range wireless product that works, this practical guide is a must-have. It explains and compares the major wireless standards – Bluetooth, Wi-Fi, 802.11abgn, ZigBee, 802.15.4 and Bluetooth low energy – enabling you to choose the best standard for your product.

Packed with practical insights based on the author’s 10 years’ design experience, and highlighting pitfalls and trade-offs in performance and cost, this book will ensure that you get the most out of your chosen standard by teaching you how to tailor it for your specific implementation.

With information on intellectual property rights and licensing, production tests and regulatory approvals, as well as analysis of the market for wireless products, this resource truly provides everything you need to design and implement a successful short-range wireless product.

Nick Hunn is an independent wireless design consultant with over 30 years’ experience in design and technical evangelisation within leading-edge technology companies. He has developed products using a range of technologies and wireless standards, including Bluetooth, 802.11, ZigBee and proprietary wireless products, which have achieved numerous awards, including a Queen’s Award for Technology. He is Vice Chairman and Executive Director of the Mobile Data Association and former CTO of TDK Systems Europe.