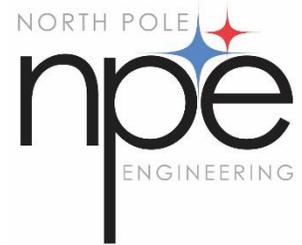




North Pole Engineering Announces
CABLE



Making ANT+ sensor data available to your Smart Phone

CABLE (*Connect ANT to BLE*) is a low power radio product used to receive and convert data from ANT+ enabled sensors to the appropriate BLE service via a BLE peripheral connection. The supported **ANT+** profiles are Heart Rate, Bike Power, Bike Speed, Bike Cadence and Speed/Cadence. Supported Bike Power profiles include Power Only, Wheel Torque, Crank Torque & Crank Torque Frequency. All of the **ANT+** device profiles are received by the **CABLE** and relayed to BLE endpoint via the appropriate BLE services. **CABLE** is certified for North America and Europe.

CABLE is capable of bridging the gap between the existing **ANT+** enabled devices and BLE only smart phones. By utilizing the Bluetooth SIG standardized services for each of the sensor types **CABLE** integrates with all existing applications currently supporting BLE sensors. This means **CABLE** works off the shelf with hundreds of apps already in existence, such as:

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|-------------------------|--------------------------------|------------------------------|----------------------------|
| STRAVA | Map-My-Fitness | Run Keeper | Run Meter |
| KinoMap | Wahoo Fitness | Trainer Road | Polar Beat |

The primary low power radio technology used in the sports and fitness market for years has been **ANT+**. With the advent of the smart phone many consumers have switched from sport specific displays to using their smart phone. With this shift in technology came a new low energy radio technology known as Bluetooth Low Energy (also known as Bluetooth Smart). The two radio technologies have similar power characteristics, but have very different usage models for connectivity. The iOS platform being a major player in the smart phone market has been driving the radio choice in the direction of BLE by selecting it as the only low energy radio technology it supports. As a result of this the demand for BLE enabled devices has surged leaving consumers with legacy **ANT+** enabled products out of the loop.

About North Pole Engineering

North Pole Engineering (NPE) is an engineering products and services company that specializes in providing enabling technology to companies that offer sensor based solutions. Our goal is to help clients integrate effective technology for their sensor-based products to efficiently move sensor data to the internet. This is especially true with the proliferation of sensor devices offered in the sports, fitness and wellness markets.

NPE offers clients many options to help them create effective product solutions that extends from engineering design services to technology enabling products. We have iOS, Android, and .NET developer to help support application development needs, and we have a line of sensor products (BLAST) that can be used to compliment a client's sensor based offering.

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