NEWS RELEASE

Ambiq Introduces the Apollo Blue Family Integrating Bluetooth 5 with Breakthrough Power Efficiency

2018-01-08

Ambiq® , the leader in ultra-low power solutions, today announced the release of its Apollo Blue system on a chip (SoC) family. This new product line further breaks barriers in power efficiency by integrating Bluetooth Low Energy 5 radio connectivity with Ambiq's patented Sub-threshold Power Optimized Technology (SPOT®) architecture.

Apollo Blue SoCs integrate an energy-efficient Bluetooth Low Energy 5 radio combined with improved communication features to enable always-connected, ultra-low power designs. The Apollo Blue family of products includes a second core dedicated to running the Bluetooth stack. This architecture allows the Ambiq Arm® Cortex®-M4F main processor to focus on managing applications like voice control, keyword detection, and sensor processing with extreme power efficiency.

"Customers have been delighted to use Ambiq's real-time clock (RTC) and SoC products to drive new levels of power efficiency in their designs," said Aaron Grassian, VP of Marketing and Business Development, Ambiq. "We are excited to introduce the Apollo Blue family of products with integrated Bluetooth Low Energy to offer our customers even more choices to develop always-on, always-aware, and always-connected products without sacrificing battery life."

The first product in the Blue family is Ambiq's Apollo2 Blue which is in full production and available now. Ambiq will be demonstrating SPOT-enabled ultra-low power Apollo Blue products at the Consumer Electronics Show 2018 (CES) on Tuesday, January 9, through Friday, January 12, at the Renaissance Hotel Las Vegas, Suite 532. For an appointment, contact **CES-2018@ambiqmicro.com**.