

With People and Businesses Becoming more and more Mobile, Stonestreet One is well positioned for Growth as a Global Leader Providing Software Solutions for Bluetooth Wireless Technology to OEMs

Technology Bluetooth software

Stonestreet One
9960 Corporate Campus Drive
Louisville, Kentucky 40223
502-708-3500
www.stonestreetone.com



Tim Reilly
President

BIO:

Tim Reilly is the Founder and President of Stonestreet One, a company dedicated to providing protocol stack and application software for Bluetooth wireless technology since 2000. Tim has served in various management, sales, and engineering roles while with Stonestreet One and represents the company in the Bluetooth SIG and Continua Health Alliance. Tim has served as the chair of the Bluetooth SIG Health and Fitness Bluetooth Ecosystem Team (BET) and as a member of the Bluetooth Ecosystem Review Board (BERB). Tim is also currently the Chair of the Devices Task Force Group with the Continua

Alliance. Prior to his work at Stonestreet One, Tim worked as a software engineer for over 6 years with several groups within Motorola's Land Mobile Product Group in Ft. Lauderdale, FL and Schaumburg, IL and two years at Innovative Electronic Designs (IED) in Louisville, KY. Tim received his BS and MS in Electrical Engineering from the University of Louisville and currently lives with his wife and two children in Louisville, KY, USA.

About Stonestreet One:

Stonestreet One is a global leader providing software solutions for *Bluetooth* wireless technology. Bluetopia® and BTE Explorer, its *Bluetooth* Connection Manager for Windows CE and Windows Mobile based devices are deployed by many product manufacturers around the world and are currently shipping in millions of enterprise and consumer devices on the market today. The company continually maintains the latest set of protocols and profiles and participates in standards bodies such as the Bluetooth SIG and Continua Health Alliance to work with the industry advancing the capability and interoperability of wireless devices.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Reilly, would you tell us about Stonestreet One?

Mr. Reilly: We are a software solutions provider and provide software for Bluetooth wireless technology. We provide protocol

stacks for OEM customers who would like to Bluetooth enable their product.

CEOCFO: Who is your typical customer?

Mr. Reilly: Our typical customer is an OEM type company that makes products such as a navigation device, sports and fitness products, or industrial bar code reader based products.

CEOCFO: What have you figured out at Stonestreet that enables cheaper and better software?

Mr. Reilly: I think the answer is it is rarely cheaper. It is usually better and we work with many customers who appreciate the service that we provide along with a solution. The solution is tested in the industry, is shipping in millions of products, and has stood the test of time mainly because we stand behind our product. Whenever the choices are cheaper and maybe sometimes even free, our extra features and support will win a lot of deals.

CEOCFO: Are people in the industry aware of Stonestreet?

Mr. Reilly: People in the industry are aware of Stonestreet One. We seem to touch what we think are most of the Bluetooth opportunities that are out there for particular OEMs as they go out and get requests for quotes for different Bluetooth solutions. We have relationships with different Bluetooth chip makers. We are leveraging those relationships we have with them, as they are involved with the many customers that need Bluetooth chips. Certain partners also will direct the customer our way so we

can jointly provide a solution where chipmakers will talk to the customer about chips and they will talk to us about software.

CEO CFO: Do OEMs usually know what they want to provide or when they are reaching out to you are they still in the exploratory stage?

Mr. Reilly: They usually know what they want to do with Bluetooth and their product. They generally know that they want to have certain features but many times, they do not know the details of what profile may be used, or what part of the Bluetooth specification is handled by our software or what part is working with the Bluetooth chips. They may not know how a typical system is configured from a Bluetooth perspective. We help them along in some of the discovery stages that they are doing as they are trying to work out the details about how their product is going to work and what features they need.

CEO CFO: Would you tell us about the range of solutions you offer?

Mr. Reilly: We offer standard packages of the traditional Bluetooth as well as Bluetooth Low Energy. The offerings can be used across multiple processors and multiple operating systems and can be used in conjunction with all of the Bluetooth chips that are available through the semiconductor manufacturers out there today.

CEO CFO: Are there solutions or tweaks you would like to add or are you constantly enhancing?

Mr. Reilly: We are constantly enhancing. The Bluetooth specification is changing and they revise the specs and update to a new version. We find issues in our software that we address in one version and that becomes available for all customers, so we are continually updating and fixing it and making it better as well as faster. We are also looking to offer other solutions in the wireless industry in

the areas of embedded WiFi and NFC (Nearfield Communications) software solutions. We also offer some level of engineering services to companies that license our software so that we can help them get to production faster by providing them some specific engineering services relating to the integration of our software with their products.

CEO CFO: Is that a growing area for you providing ancillary services?

Mr. Reilly: We really do not want it to be because our business model is royalty based, so we like to get the customer, provide the software for their product, realize the upfront revenue for the integration and license fee, and then assist the customer as needed to get their product into production. When their products are in production and successful, we generate royalties and we both win. The best use of our resources is if we can do that without

“We are a software solutions provider and provide software for Bluetooth wireless technology. We provide protocol stacks for OEM customers who would like to Bluetooth enable their product”. - Tim Reilly

needing to use our resources that are working on our core or future software to work on customers' software. But, sometimes, if that is the fastest way to get them to production, then it makes good business sense for us to do that. We do not like to steal resources from enhancing and evolving our own products, so we try to minimize the amount of customer or engineering services that we would provide.

CEO CFO: How is business these days?

Mr. Reilly: Business is very good. With the inclusion of Bluetooth in most all the cell phones and headsets, there are great economies of scale of all of those billions of devices out on the market today. Now Bluetooth is finding its way into other types of products such as fitness and industrial applications as well as consumer audio products like

Bluetooth stereo speakers. Bluetooth is really going good right now and with Bluetooth Low Energy enhancing sensors and becoming really big in the fitness and health industry, we have some growth prospects as well. Those areas are doing well. Business has never been better and we are looking forward to a great 2013 and beyond.

CEO CFO: Why should the business and investment community pay attention to Stonestreet?

Mr. Reilly: We are a key software provider in the Bluetooth ecosystem and software is a critical piece when it comes to putting Bluetooth into a product. Not all of the semiconductor vendors have the appropriate software for their customers. We provide a valuable piece of software and valuable service to get them to production and to provide the knowledge that they need from the software perspective. We have been doing this since the year 2000, so we are veterans when it comes to creating Bluetooth solutions. We think they need to be paying attention to us because we are very important when it comes to this ecosystem.

CEO CFO: Does history count when you are approaching customers today?

Mr. Reilly: Yes, it is important because these are customers that are putting products out there in the millions. They want to see a track record so they feel that we know what we are doing and that our software is used in other products. They want to know that it has stood the test of time and that we as a company have stood the test of time. They know that they can count on us to be there six months or a year from now when they are in production and there may be an issue that comes up. They may want to go to the next version of their product and they can count on us being around because of the time that we have already been around.