



Bluegiga Case Study

Ball-IT



Innovative Blobo gaming system utilizes wireless sensor technology

Ball-IT is a Finnish company with innovations based on industry leading know-how of sensor and wireless technologies combined with unique expertise in motion-controlled user interfaces. Ball-IT's current leading edge achievement is the combination of acceleration and magnetic field data in real time to create 6D motion control awareness, including complete 3D orientation reflected to the real world.

Ball-IT is the only company in the world that has actually achieved this in a small scale, hand-held, end-user level electronic device. The benefit of this technology is that expensive, power-hungry 3D gyroscopes are not needed, and also the coordination system remains aligned to the real world without drifting to unlimited time. Bluegiga Technologies has integrated the *Bluetooth* chip set into Ball-IT's mother board based on their WT12 *Bluetooth* module. Ball-IT has also licensed some critical *Bluetooth*-related software components from Bluegiga.

Ball-IT's first product based on miniaturized motion control is called Blobo gaming system, but the technology can also be used in a variety of different applications in industrial and medical segments. The sensor technology used is very accurate and sensitive to track vibration and tilting angles. The primary target is the gaming industry.

More information, www.bloboshop.com