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IDC777 MODULE PRODUCT BRIEF

VERSION 1.1

REF: CORP-IDC777PRESQ-001



IOT747 LOCATION



IOT747

St John's Innovation Centre
Cowley Road, Cambridge, CB4 0WS
United Kingdom

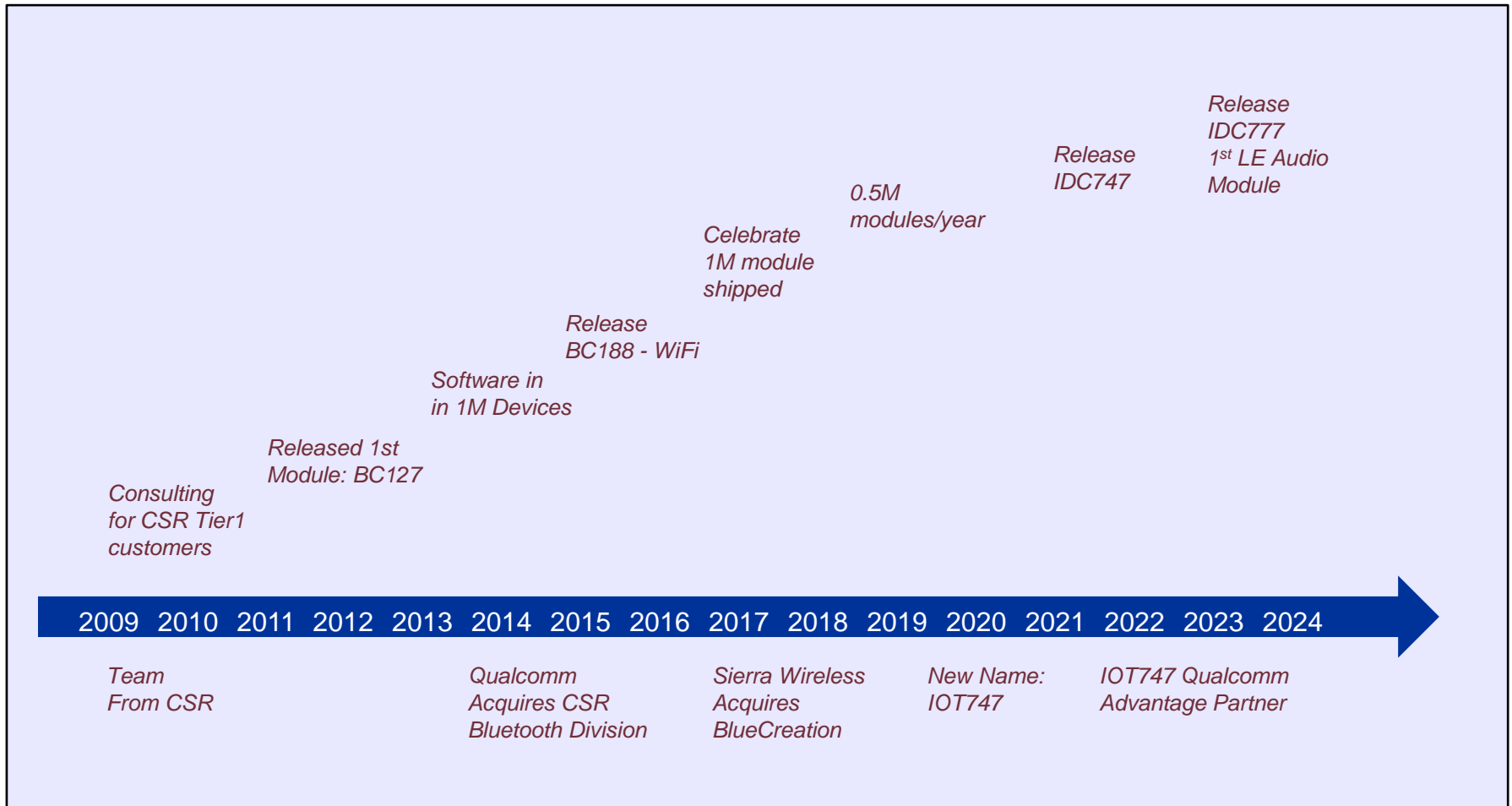
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IOT747 HISTORY



Qualcomm: IOT747 Official Qualcomm Advantage Network Member

Qualcomm

Products

Support

Company

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IOT747

Overview

IOT747 is a provider of Bluetooth Audio modules. IOT747 also provides Software development and Hardware design services. IOT747 is based in Cambridge, England and is familiar with Qualcomm Technologies products.

- Supplier of audio modules based on Qualcomm Technologies Bluetooth chipsets
- Provides Software development services for use with Qualcomm Technologies chipsets
- Provides Hardware design services for use with Qualcomm Technologies chipsets
- Efficient, quick and cost effective development team

Contact informati

HEADQUARTERS

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Company Information

MEMBERSHIP

Voice & Music Extension Program

COMPANY TYPE

Hardware Provider
Design Center
Software Provider

REGIONS SERVED

Africa
Americas
Antarctica
Asia
Europe
Oceania

SPECIALTIES

Audio
Connectivity
Hardware Services
Internet of Things

INDUSTRIES SERVED

Aerospace
Agriculture
Consumer
Enterprise
Healthcare
Government
Manufacturing
Telecommunications / Wireless
Internet of Things

Product: IDC777

Bluetooth 5.4

LE and Classic Audio and Data

Connects Data/Audio to All Mobile Phones, Tablets, Laptops and Other Bluetooth Devices



IDC777

Bluetooth 5.4

LE & Classic Audio

LE & Classic Data

- Concurrent LE Audio and Classic 5.4 Bluetooth Module
- Simple UART commands. Classic Audio & Data Receiver/Transmitter.
- HFP, HFP-AG, A2DP Sink, A2DP Source, SPP, BLE Central/Peripheral
- LE (LC3) BIS Auracast (Broadcast) and CIS Unicast Receive and Transmit
- Analog and Configurable Digital Interface (-100dB SNR)
- 120dB SNR Class AB Amplifier, 99dB SNR Analog Input
- Snapdragon Sound: aptX (-HD), aptX-Lossless, LC3, SBC, AAC
- Ultra Low Latency: Down to 20ms Latency (Gaming Mode)
- I2S, PCM, UART, I2C, SPDIF, USB, IOs Interfaces
- Firmware Upgrade via UART, USB or Bluetooth (Over the Air)
- Small: 11.8mm x 22.2mm, Integrated antenna
- Ultra Low Power: 16h with 65mAh battery (<4mAmp on Voice)

Product Pictures



Evaluation Development Board
IDC777-KIT

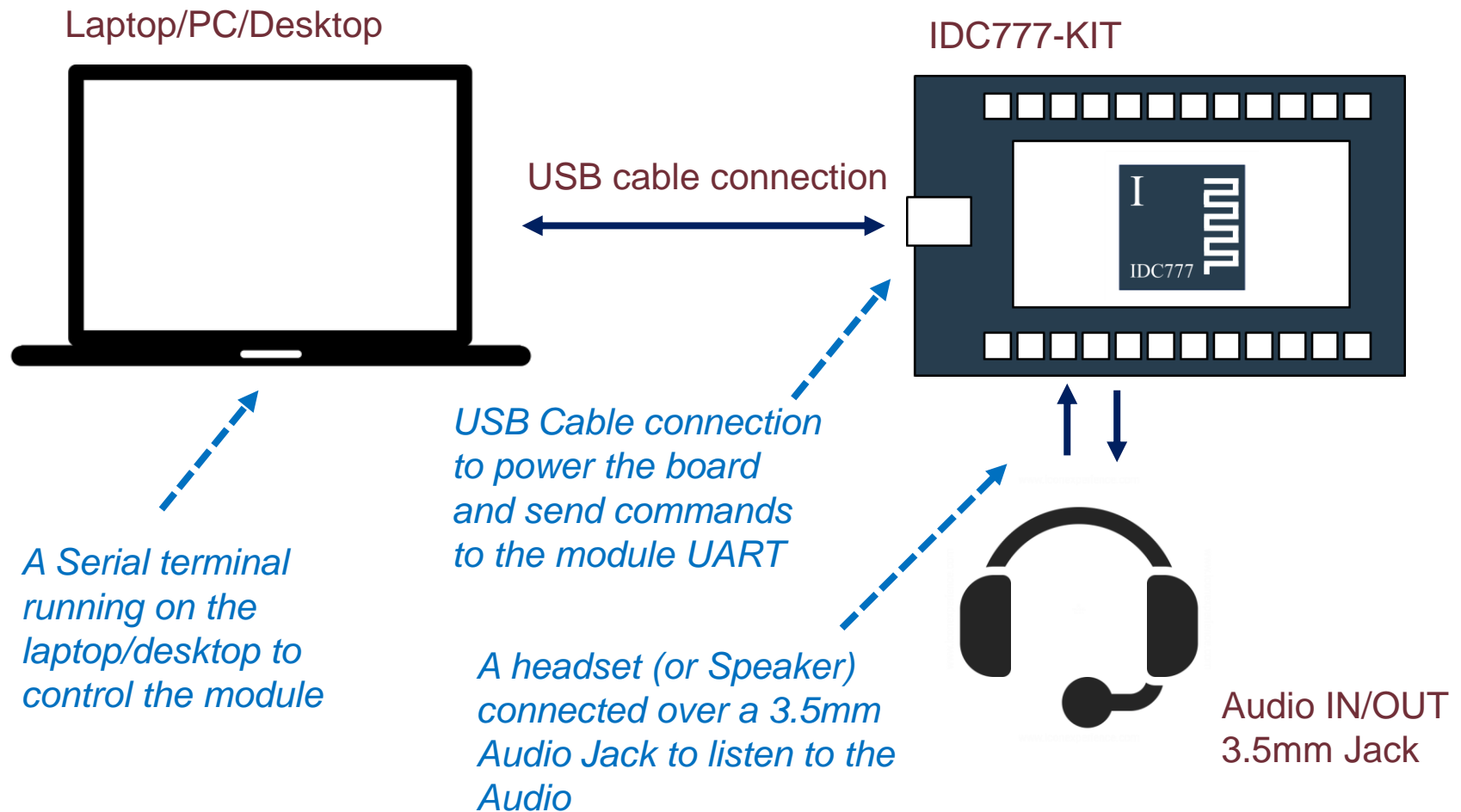


IDC777-MODULE
Integrated Antenna



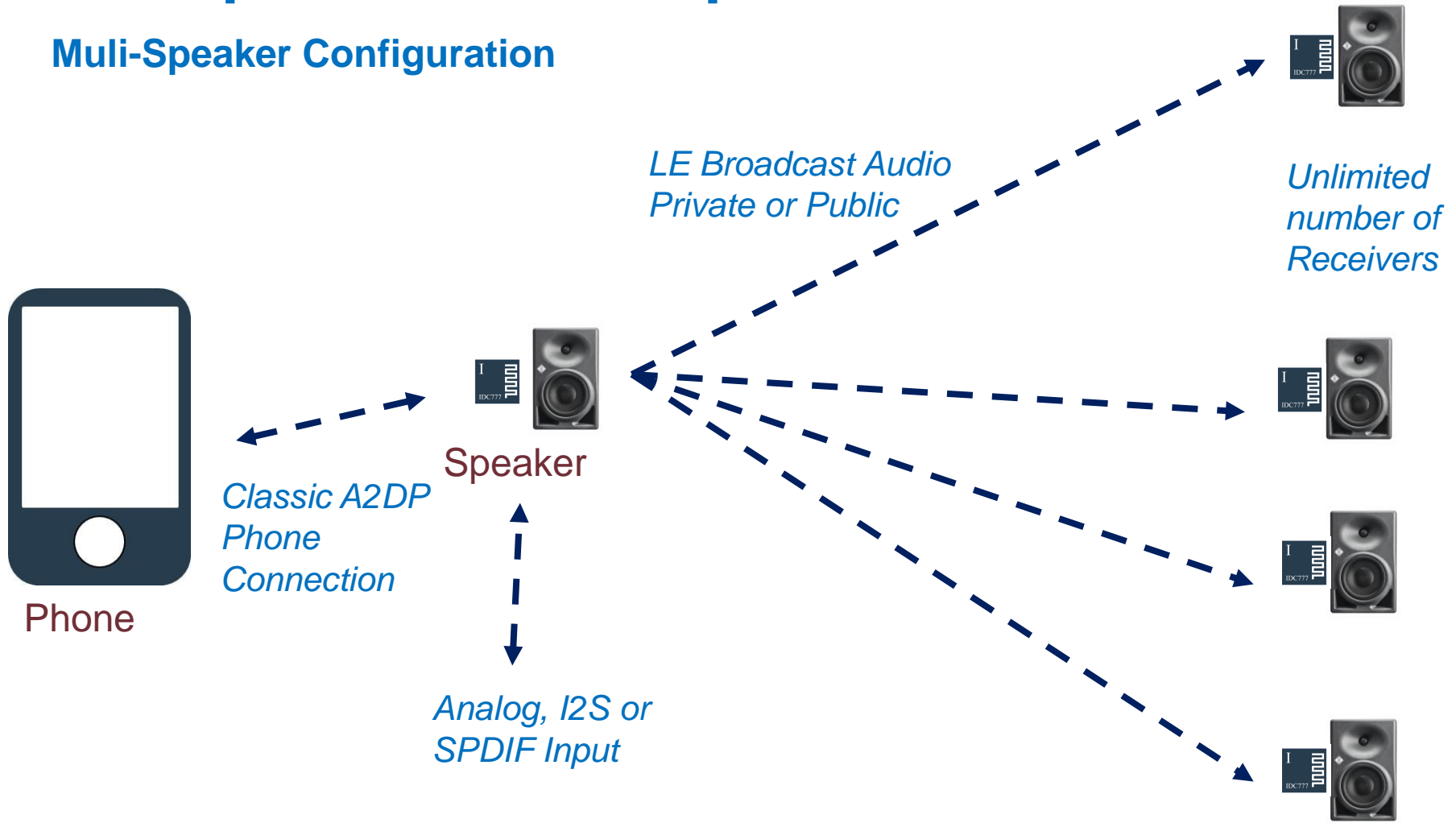
IDC767-MODULE
External Antenna

IDC777-KIT: Easy to Set-Up



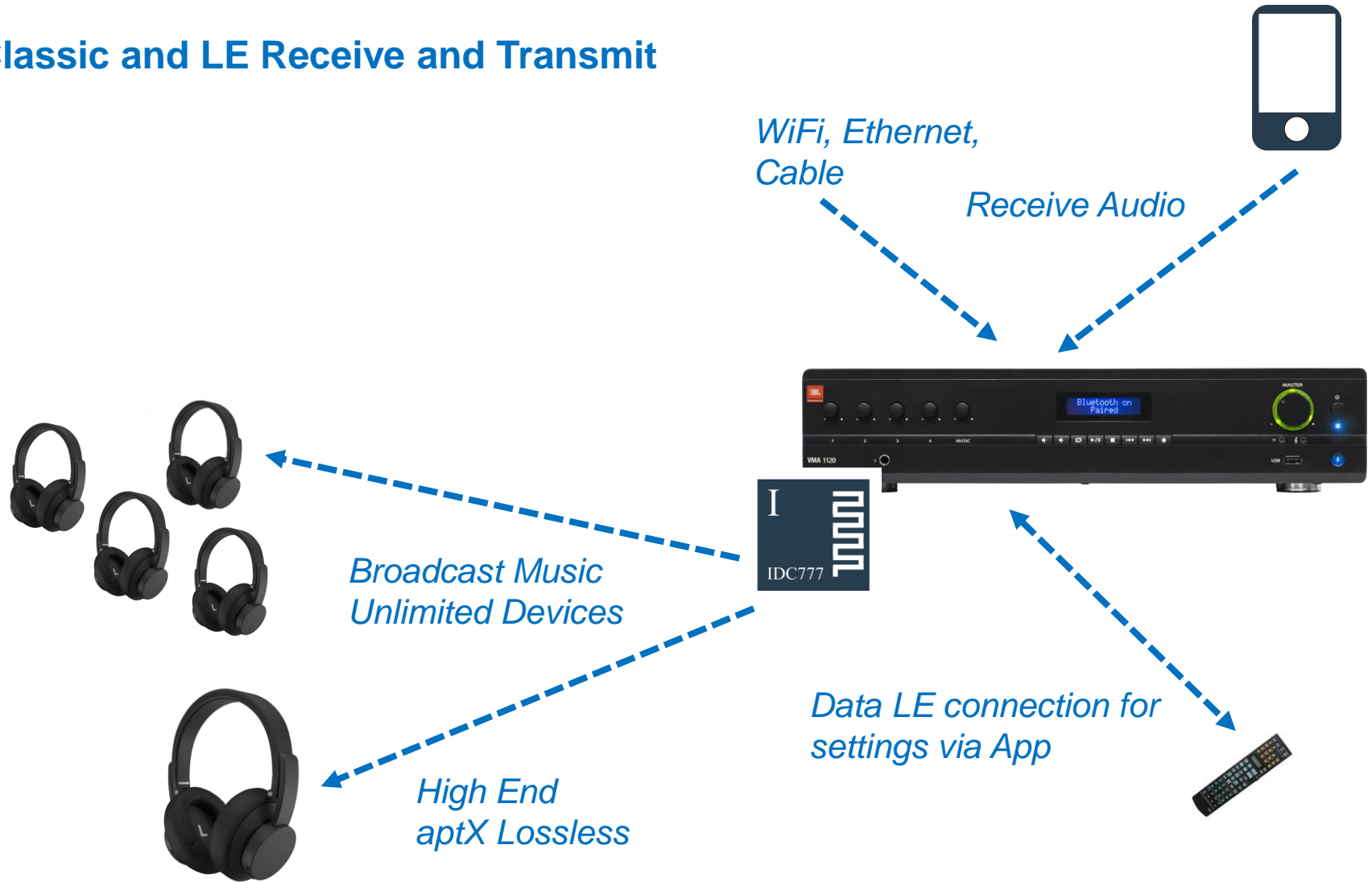
Example Use Case: Speakers

Multi-Speaker Configuration



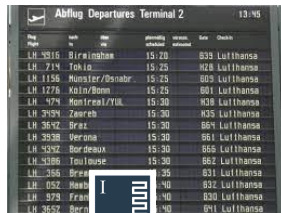
Example Use Case: Audio System

Classic and LE Receive and Transmit



Example Use Case: Infrastructure

Broadcast Transmitter:

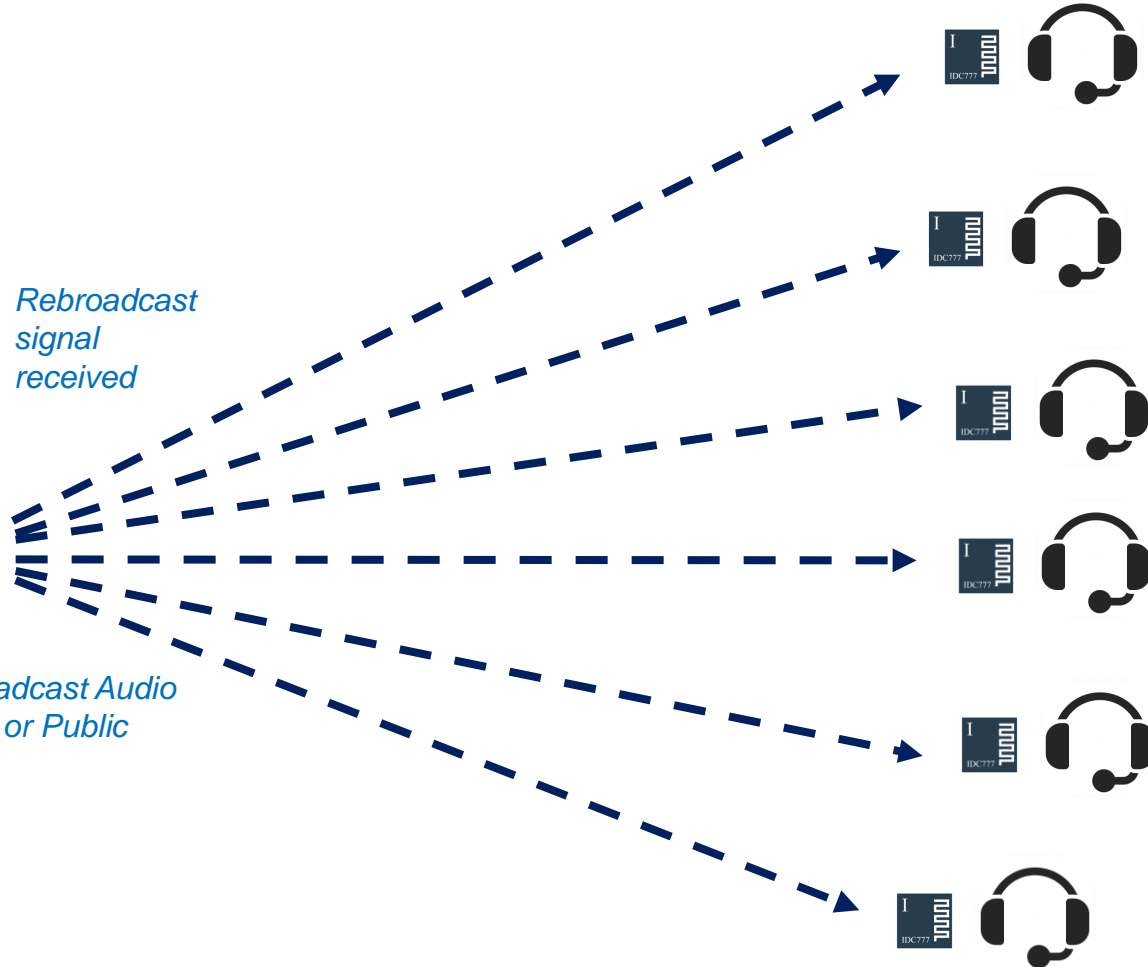


Flug	Wohin	Wann	Abflug	Fluggesellschaft	Gate	Check-in
LH 3016	Birmahua	15:20	S33	Lufthansa		
LH 714	Tokio	15:25	H28	Lufthansa		
LH 1156	Amster/Donner	15:35	S50	Lufthansa		
LH 1278	Kairo/Dome	15:25	S61	Lufthansa		
LH 474	Montreal/YUL	15:30	H38	Lufthansa		
LH 3704	Zagreb	15:30	H25	Lufthansa		
LH 3632	Sraz	15:30	S51	Lufthansa		
LH 3638	Verona	15:30	S61	Lufthansa		
LH 3292	Bordeaux	15:30	S66	Lufthansa		
LH 3286	Toulouse	15:30	S62	Lufthansa		
LH 3568	Sraz	15:35	S31	Lufthansa		
LH 652	Halle	14:00	S32	Lufthansa		
LH 673	Fran	14:00	S30	Lufthansa		
LH 3652	Berl	14:00	D11	Lufthansa		



LE Broadcast Audio
Private or Public

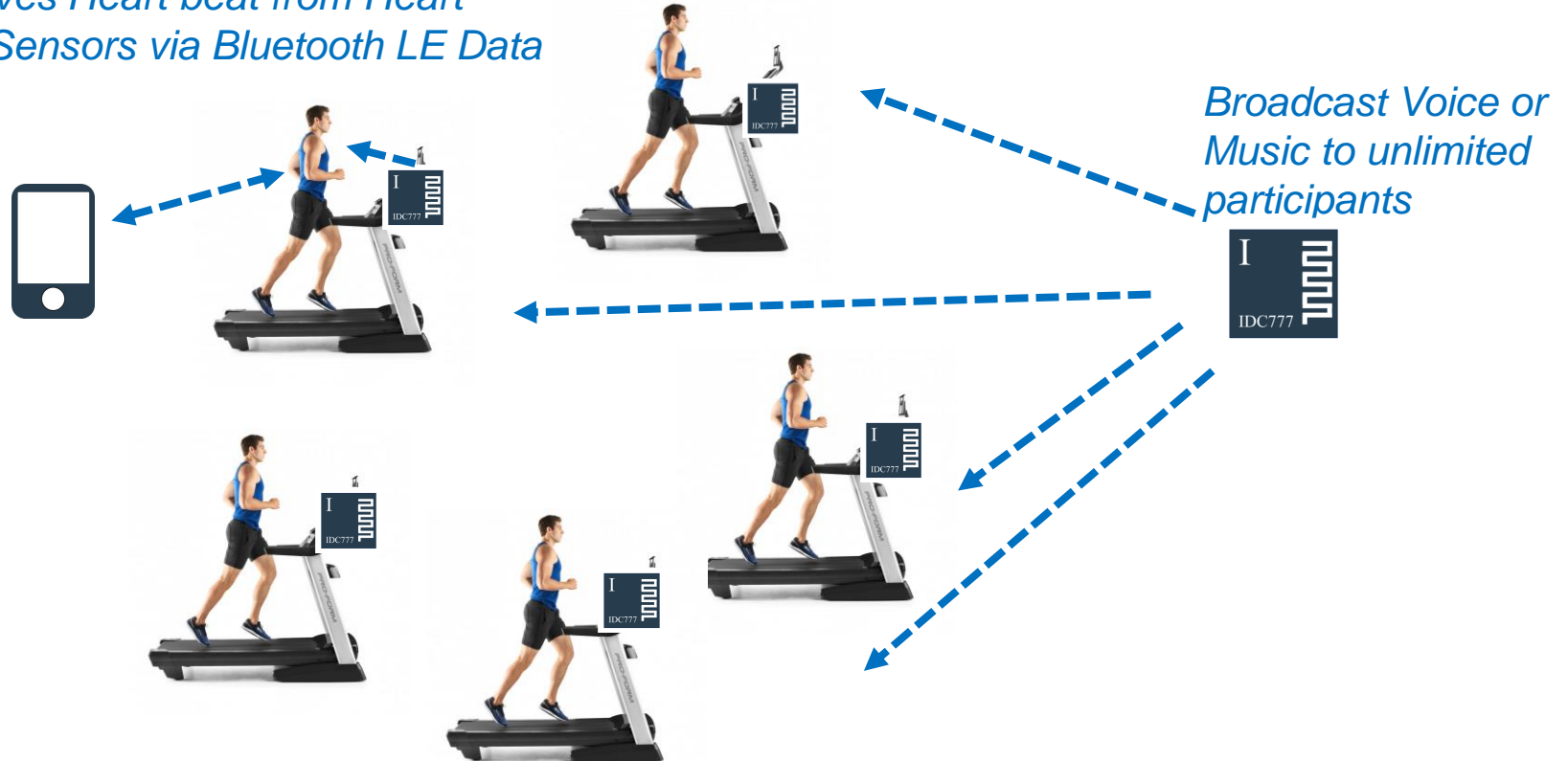
Rebroadcast
signal
received



Example Use Case: Health and Fitness

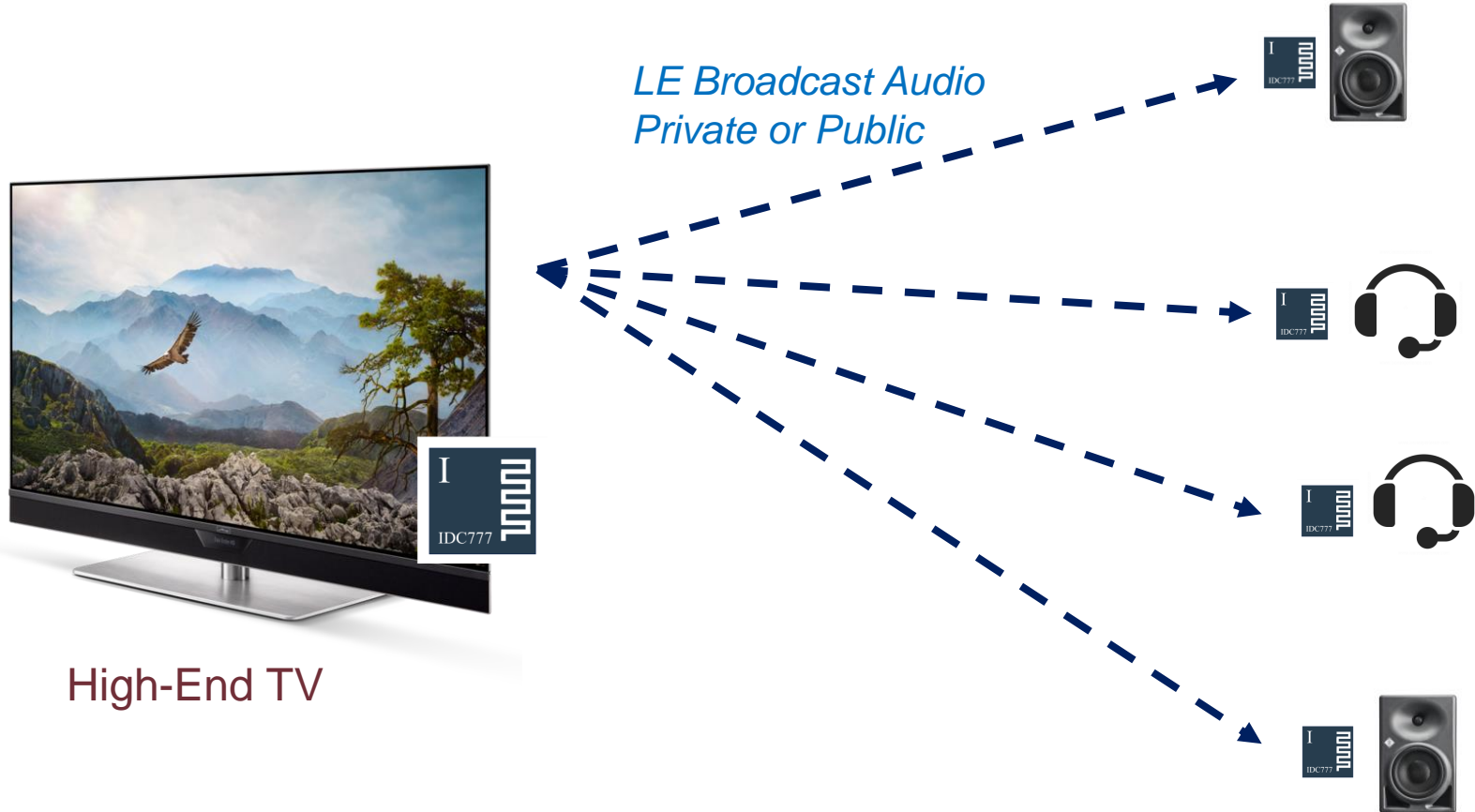
Broadcast Audio in Group Settings – Recreation and Enterprise

Receives Heart beat from Heart Rate Sensors via Bluetooth LE Data



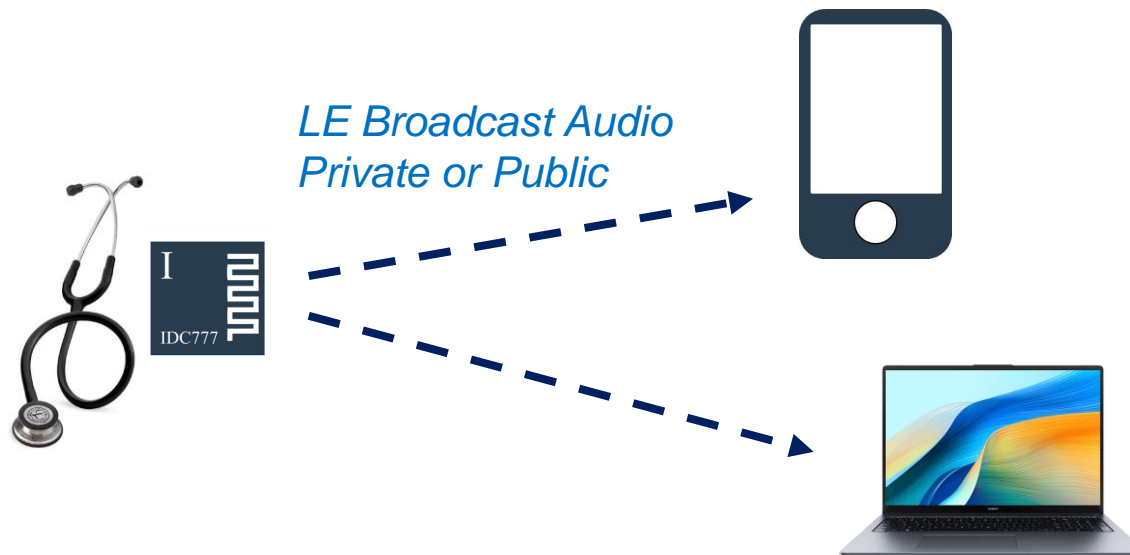
Example Use Case: TV

TV Broadcast



Example Use Case: Medical

Low Latency



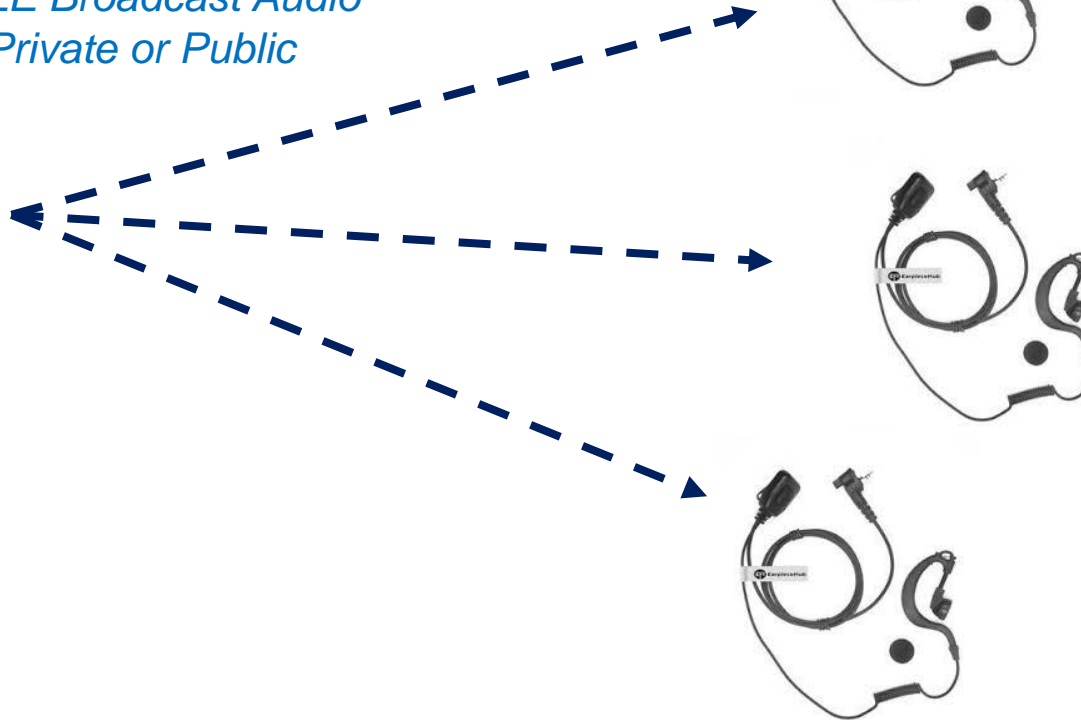
Medical

Example Use Case: Maintenance/Security

Broadcast Low Latency Critical Audio

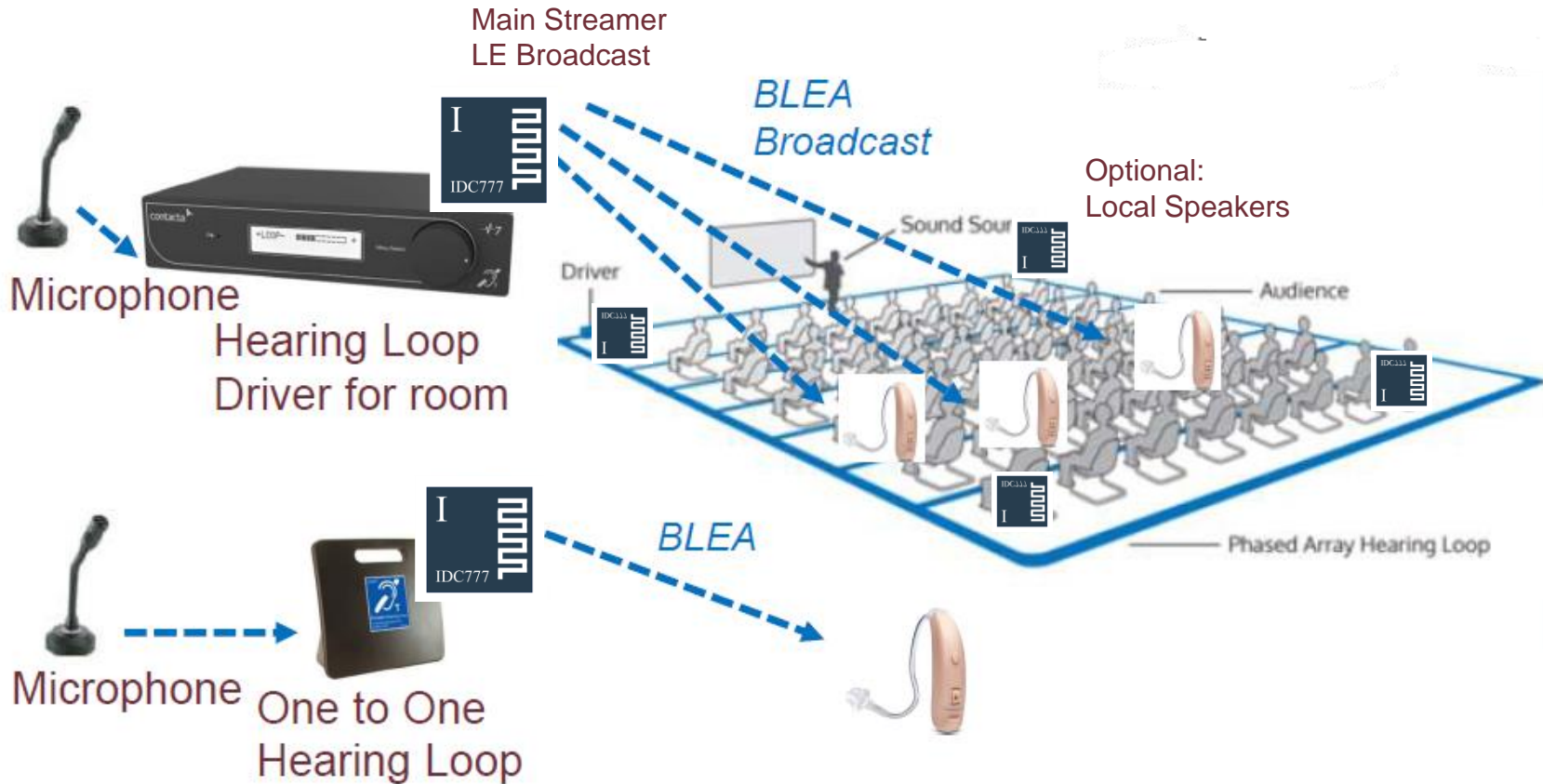


*LE Broadcast Audio
Private or Public*



Example Use Case: Audio Equipment

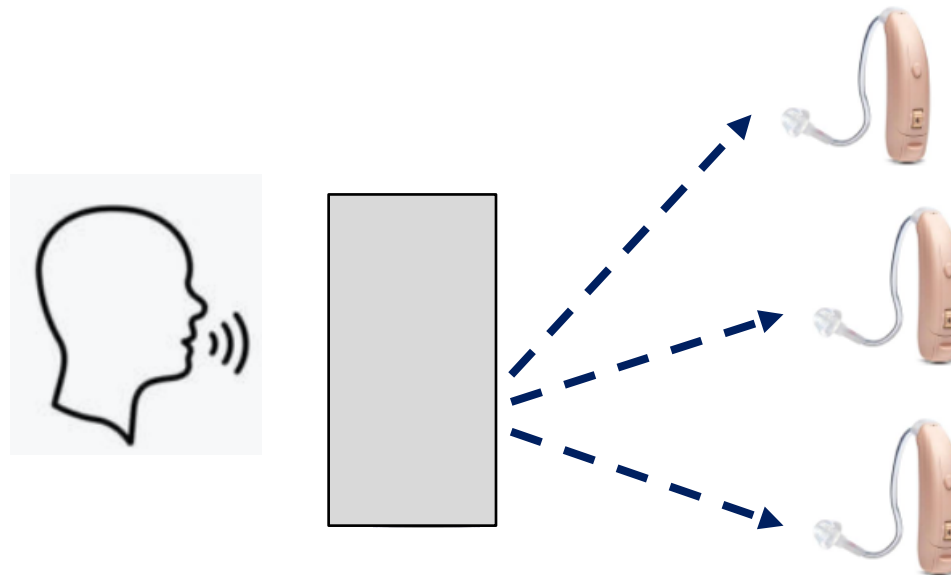
Hearing Aids Infrastructure: Induction Loop



Example Use Case: Hearing Aid Equipment

Broadcast: Low Latency

Hearing-Aid Equipment



Example Use Case: Conference Systems

Video and Call Conference Systems



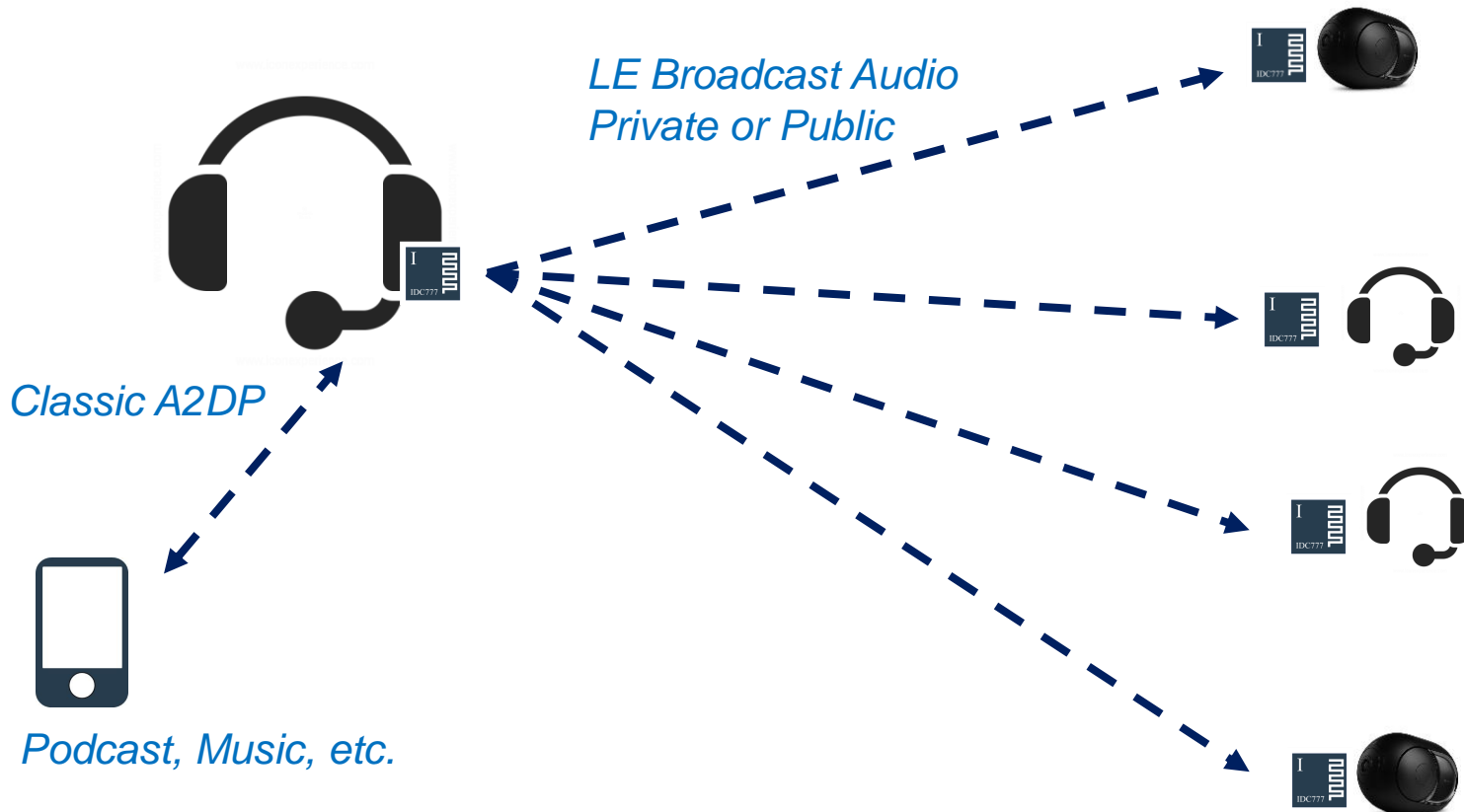
Example Use Case: Industrial Headsets

Team Communication Headsets



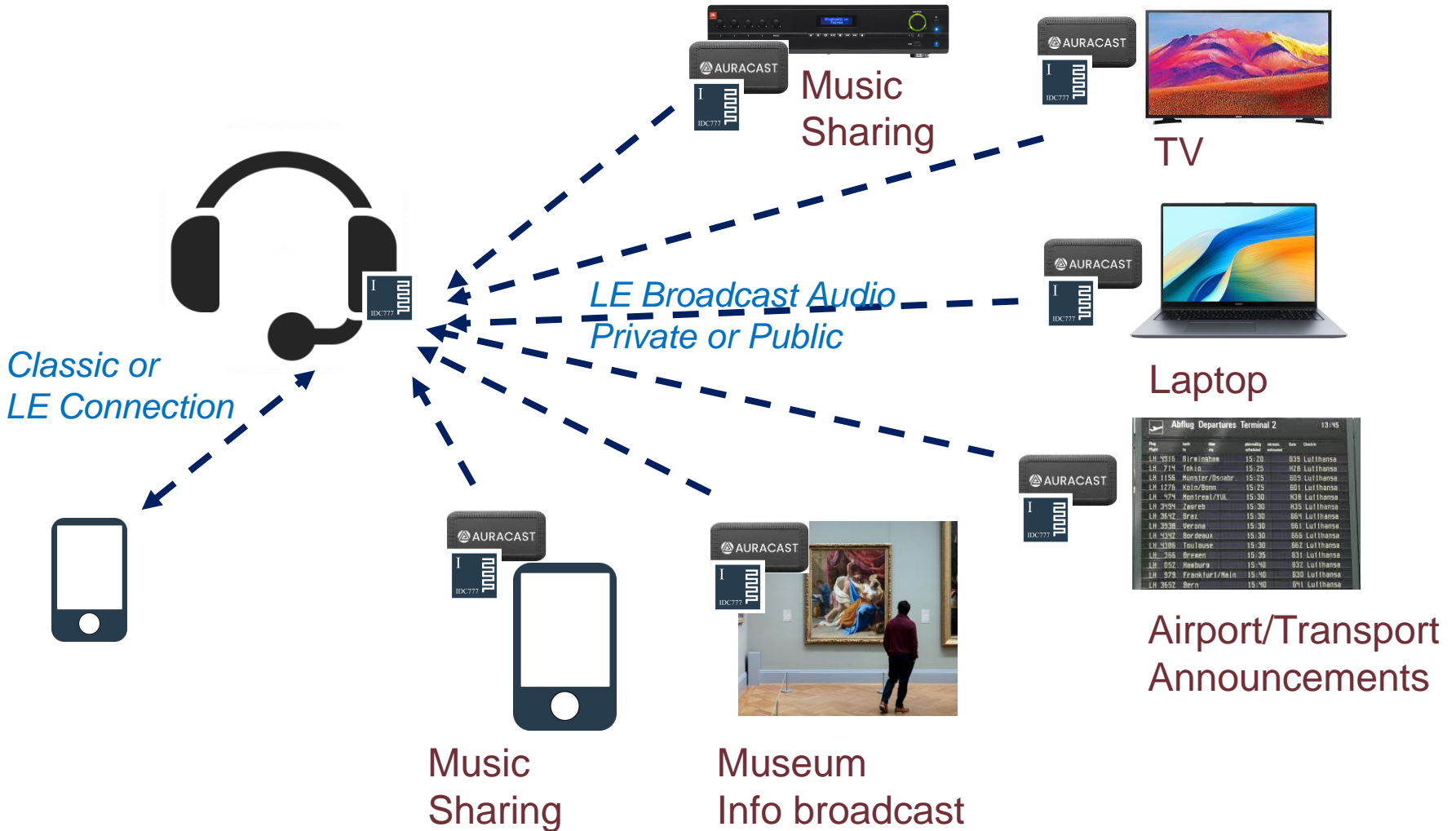
Example Use Case: High End Audio Headsets

Headsets Sharing Music



Example Use Case: Audio Headsets

Headsets and Transmitters



IDC777 Classic Feature: aptX Lossless



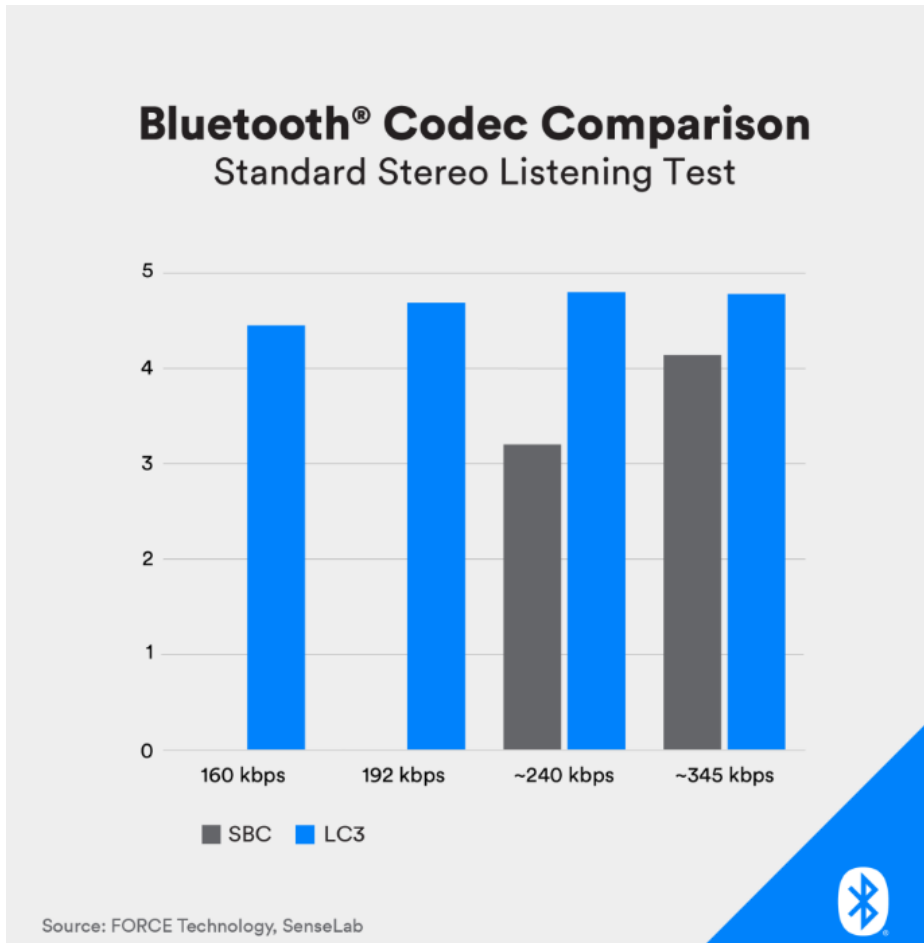
High quality sound with lossless audio

Hear your music in stunning lossless quality. Many Bluetooth techniques for compressing and decompressing audio can destruct parts of the data and reduce the quality of the output. Snapdragon Sound with aptX Lossless technology retains all of the original content, bit for bit, resulting in music identical to the original recording. It's designed to scale to up to deliver 16-bit 44.1kHz Lossless CD-quality when users are listening to lossless streaming source content, like Amazon HD, and it can scale back the bit-rate in busy RF environments to ensure no drop-outs or audio glitches.

Lossless audio

Lossless audio techniques like aptX Lossless technology retain the fidelity of the sound and are mathematically bit-for-bit exact|

IDC777: LC3 Codec



Low Bandwidth means:

→ Low Power

→ Multiple Streams

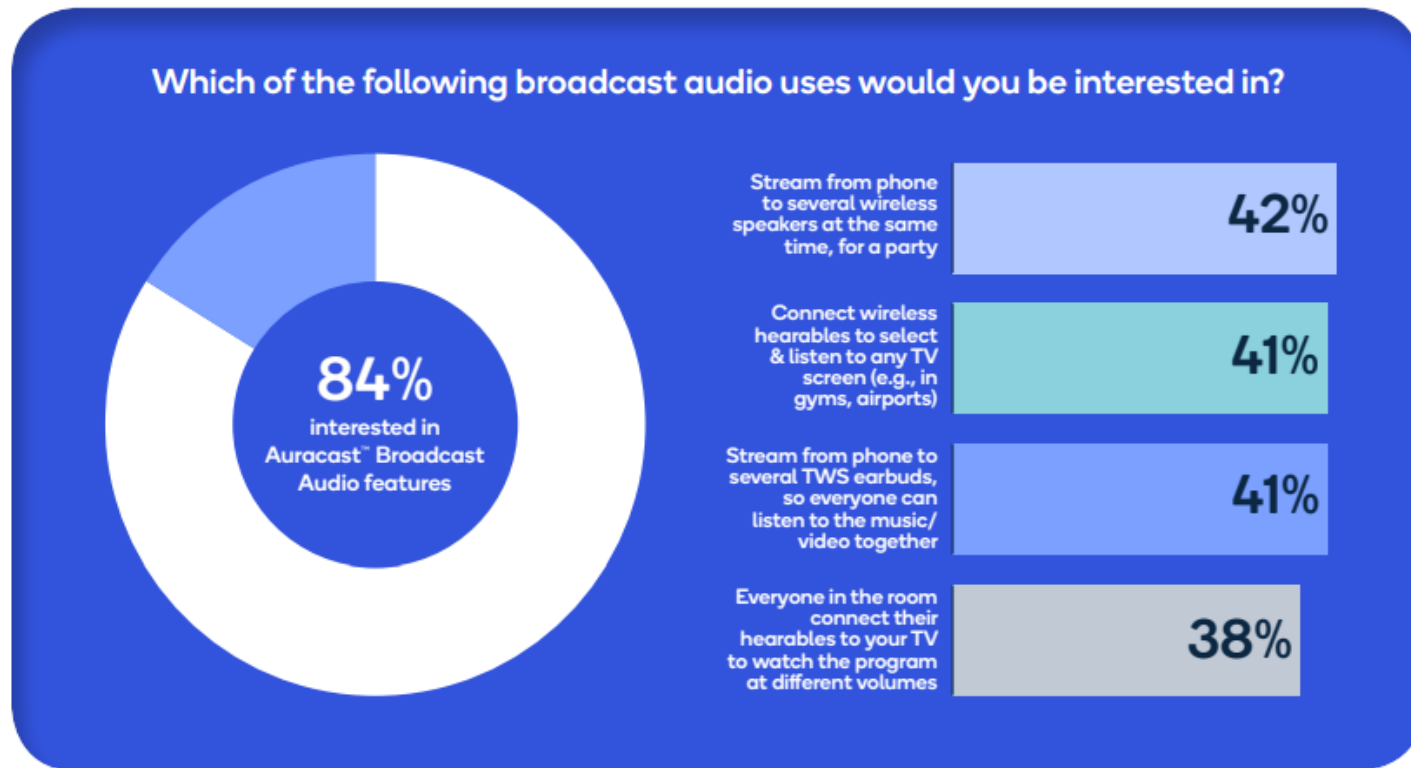
Plus

→ Low Latency

<u>Impairment</u>	<u>Grade</u>
Imperceptible	5.0
Perceptible, but not annoying	4.0
Slightly annoying	3.0
Annoying	2.0
Very annoying	1.0

IDC777: Auracast (Broadcast)

LE Audio Broadcast



Thank You



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