

# Press Release

November 19<sup>th</sup>, 2025

Alps Alpine Co., Ltd.

Synaptics Inc

## **Alps Alpine and Synaptics Announce Strategic Partnership** **- Expanding the Potential of Bluetooth® Core 6.0 Through Strategic Innovation -**

Alps Alpine Co., Ltd. (Head Office: Japan; Representative Director, President & CEO: Hideo Izumi; hereinafter "Alps Alpine") and Synaptics Inc. (Head Office: USA; CEO: Rahul Patel, hereinafter "Synaptics") have entered into a strategic partnership to accelerate the development of next-generation wireless solutions enabled by Bluetooth® Core 6.0.



### Purpose of the Collaboration

---

Driven by the rapid proliferation of smart devices and IoT technologies, the global Bluetooth® market is expanding significantly, with annual shipments projected to exceed 5.3 billion units by 2025<sup>\*1</sup>. Among the core technologies fueling this growth is Bluetooth® Core 6.0, which introduces advanced features such as Channel Sounding—enabling high-precision distance measurement through Phase-Based Ranging (PBR) and Round-Trip Time (RTT). In May 2025, Alps Alpine released an evaluation kit leveraging this breakthrough technology, achieving a communication range of up to 70 meters and a distance measurement accuracy of  $\pm 30$  cm—pioneering new possibilities for Bluetooth® applications.

Synaptics enhances this innovation through its AI-native platform<sup>\*2</sup> Astra™ and Veros™ wireless communication SoCs, which enable real-time optimization of connectivity based on AI-processed data, dramatically improving user experiences.

Through this partnership, the two companies aim to expand into diverse application areas, including smart access, indoor navigation, wearable devices, and next-generation IoT solutions powered by Android™ smartphones.

Masaaki Tanaka, Vice President of Sensor & Communication Business, New Business, Alps Alpine said:

“In 2025, Alps Alpine introduced a new corporate vision: Shaping a future where technology extends your senses. We are committed to delivering value that connects technology with the human heart.

This partnership with Synaptics represents a significant step toward realizing seamless and intuitive user experiences by fully leveraging the innovative capabilities of Bluetooth® Core 6.0.

By combining the technological strengths and creativity of both companies, we aim to deliver new solutions that align with future lifestyles.

Shishir Gupta, Vice President of Wireless Product Marketing - WPD Management, Synaptics said: “By integrating the technologies of both companies, we aim to unlock new value through the full utilization of Bluetooth® Core 6.0’s advanced features.”

This partnership goes beyond conventional connectivity, aiming to deliver a new wireless experience that enables high-precision measurement of distance and location.

※ 1 Source : [2025 Market Update | Bluetooth® Technology Website](#)

※ 2 “AI-native platform” refers to a design philosophy where AI functionality is integrated from the outset, rather than added later.

### ■About Alps Alpine Co., Ltd.

Established in 1948, Alps Alpine Co., Ltd. has consistently pursued innovation and technological advancement, introducing numerous “First 1” and “Number 1” products in the fields of electronic components and automotive information systems. With more than 180 locations across 23 countries and regions, we provide over 15,000 products and solutions through its components, sensor and communication, and mobility businesses.

In 2025, we launched a new vision: “Shaping a future where technology extends your senses” Alps Alpine aims to build a world where human emotions and technology are seamlessly connected. By delivering value through excitement, safety, and environmental responsibility, the company continues to drive transformation and contribute to a sustainable society.

For more information, please visit: [www.alpsalpine.com](http://www.alpsalpine.com)

### ■About Synaptics Inc

Learn more about our Wireless Technology and how you can partner with us on your next IoT application design: <https://www.synaptics.com/products/wireless>

<Contact>

Alps Alpine Co., Ltd.

Corporate Communication Department PR Section

Tel: +81-50-3613-1581

E-mail [alpsalpine-pr@alpsalpine.com](mailto:alpsalpine-pr@alpsalpine.com)