

# BMW Mobile Communication

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Communication



## BMW Universal Bluetooth™ Hands-Free Phone System (ULF)



## What is the BMW Universal Bluetooth™ Hands-Free System?

With the BMW Hands-Free System a Bluetooth™ compatible phone communicates with the vehicle without being “docked” in a special cradle or being plugged into a special connector\*. Once the vehicle is started the hands-free system begins communicating with the vehicle and any calls placed or received will be routed through the car. This is accomplished through a special module that is installed in the vehicle along with a pairing button and hands-free microphone.



### Radio mute, automatic volume control

When the phone receives a call the radio is automatically “muted.” All the driver needs to do to take the call is to press a button. The volume of the call is also regulated automatically. The system does not have to be adjusted manually even if the road noise is loud. Original BMW hands-free kits support what is important – enabling the driver to concentrate on driving and make telephone calls while remaining relaxed.

**Receiving a call** – The phone will signal the car when there is an incoming call. If the audio system is on, the system will mute the radio or the CD and the phone will ring through the vehicle speakers. The call can be answered via the phone button on the steering wheel, the phone icon on the dashboard or the pairing button. The caller’s voice will be transmitted through the BMW audio system and their voice will be transmitted via the microphone in the vehicle headliner.

**Dialing a call** – Bluetooth™ allows the customer to scroll through their cellular’s phone book. The phone numbers are displayed in the dashboard of the vehicle. They simply select a number to dial. Remember this is all happening without a physical connection to the phone. The BMW Universal Hands-Free System is doing all of this through Bluetooth™.

**Voice Control** – A second method of dialing can be performed by using the built in voice recognition system. Using this system the customer can dial a number by simply speaking the phone number or using a voice tag that they have programmed such as “home,” “work,” or “Bob’s cell phone.”

Calls can be transferred in and out of the car so phone calls are only interrupted for a brief period while the system switches the call to the vehicle (getting into the vehicle) or their personal cell phone (leaving the vehicle).

\*(See back page for information on applicable models)



## But what is Bluetooth™ and how does it actually work?

Simply stated Bluetooth™ technology is a wireless language that allows two compatible devices to communicate with each other. Similar to the way a television remote uses infra-red to communicate with a television, Bluetooth™ uses radio waves rather than infra-red. However, the unique feature of Bluetooth™ is that the devices do not have to be pointed directly at each other as the signals are omnidirectional. Bluetooth™ was developed to transmit both voice and data and has a speed of about 1mb/sec.



**The true integration of the BMW electrical system with this technology ensures superior voice quality and provides a variety of added functions.**



All the mountings used for the Original BMW hands-free kits have an external aerial connection. This connects the cellular phone to the external aerial as soon as it is inserted into the hands-free kit.



## Why choose BMW Bluetooth™ Hands-Free Phone System?

**Safety** – Safe wireless hands free communication is achieved through a completely integrated voice activated system.

**Flexibility** – The BMW ULF system can be paired with up to 4 different phones. This means that if a vehicle is used by up to 4 different people they can each use their personal phone system. (Only one phone can be used on the system at one time)

**Choice** – Customers can buy a phone directly from their wireless carrier with the features and calling plans they require. (Phone must be equipped with the Bluetooth feature. Ask your retailer for BMW tested phones.)

**Convenience** – Make and receive phone calls without having to plug into a special connector or cradle. Keep the phone with you and never forget your phone in the car again.

**Quality** – Every hands-free kit is measured by the quality of its voice reproduction. The parties on both phones must be able to understand each other easily. The digital voice quality assures superior voice reproduction.

**Cutting Edge** – Experience the latest in wireless technology and hands free safety.

### Original BMW hands-free kits offer more

Not only can you talk without taking your hands off the steering wheel, the hands-free kit also collects plenty of safety points for its simple control and clearly legible visualisation