

# what is UPF?



Bluetooth UnPlugFests (UPF) are nonprofit interoperability testing events that give Bluetooth members a chance to test unreleased, unannounced, and current devices against products and prototypes from different companies. UPF events:

- Support testing that improves device interoperability prior to market release
- Regularly welcome 225 to 250 participants, with nearly 150 devices being tested
- Are confidential, safe environments that protect the privacy of unreleased products
- Provide the opportunity to learn about the latest technological advancements

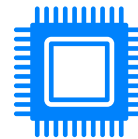
## why attend?

Bluetooth members working on new and current Bluetooth® products can expect to leave a UPF event having:

- Tested with products not yet on the market
- Interacted with engineers from other companies
- Tested against the largest collection of Bluetooth implementations
- Improved the interoperability and quality of products in development
- Participated in other technical events, working group meetings, and training presentations



over 200 attendees



over 150 devices



3 locations worldwide

## is UPF right for you?

UPFs support members working on new Bluetooth products. Participating can be beneficial to any Bluetooth SIG member:

- Developing Bluetooth components, firmware, or software
- With a unique implementation
- Who can fix problems with the product they are testing

Since engineers attend UPFs to test their implementations of shared Bluetooth technology, UPFs are not open to system integrators with products designed to run proprietary solutions, proprietary software stack vendors, or resellers, distributors, and dealers.

***"In all of my years, I have never seen a better organized event that allowed getting to root causes immediately."***

-UPF attendee

[view the UPF guide](#)