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# Glossary

| Abbreviation | Description |
|---|---|
| 4Ps | Product, Price, Place, Promotion |
| B2B | Business-to-Business |
| BLE | Bluetooth Low Energy |
| DC | Direct Current |
| EC | European Commission |
| EMC | Electromagnetic Compatibility |
| EPS | European Project Semester |
| EU | European Union |
| GND | Ground |
| ISEP | Instituto Superior de Engenharia do Porto |
| IT | Information Technology |
| KPI | Key Performance Indicator |
| LCA | Life Cycle Assessment |
| LED | Light Emitting Diode |
| PESTEL | Political, Economic, Social, Technological, Environmental, Legal |
| PWM | Pulse Width Modulation |
| RGB | Red, Green, Blue |
| SDG | Sustainable Development Goal |
| STP | Segmentation, Targeting, Positioning |
| SWOT | Strengths, Weaknesses, Opportunities, Threats |
| USB | Universal Serial Bus |
| WHO | World Health Organization |
| Wi-Fi | Wireless Fidelity |

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