



## Wireless Power Consortium Press Conference

**Date:** December 2, 2010

**Spokespeople:** Menno Treffers, Camille Tang, Shoichi Toya, Yasuyuki Kanai

### Executive Quick Summary

The press event was successfully held at Cerulean Tower Tokyu Hotel between 13:30 to 15:30 on December 2, 2010. In total, 19 journalists attended the event.

The spokesperson Menno Treffers who is a Chairman, Wireless Power Consortium, introduced "Standardization - Key to Mass Market Adoption." Also, Shoichi Toya, who is a division director of charging system at one of famous electronic manufacturers and the member of WPC, SANYO Electric Co., Ltd, explained "The Introduction of Non-contact Charging System Development." Following these presentations, Yasuyuki Kanai, a manager of technical support group in Communication Device Development Department of NTT DOCOMO, Inc, presented "What DOCOMO expects to WPC." Followed by Q&A session, several prototypes of non-contact charging system were displayed for demonstration.

Q&A session was most related to the international standardization or penetration of WPC, the future development roadmap of Sanyo, and DOOMO's plan to become the member of WPC.

Regarding the event coverage, most media focuses on the current status of non-contact charging system development, the future roadmap of WPC, and how major electronic or mobile phone companies work with WPC, and the update information of the product launch in Japan.

They also emphasized the non-contact charging system as a much-needed product and they have paid much attention to the future actions or announcements of WPC and Japanese companies.

Overall, media coverage sentiment is neutral to positive.

### Japan Briefing Attendees

#### Actual Attendees (19)

Media Category	Journalist	Publication
Daily Newspaper	Masaki Hashida	The Asahi Shinbun
Daily Newspaper	Yohei Ichishima	Nihon Keizai Shimbun
Trade Paper	Hiroyuki Kobayashi	Nikkan Kogyo Shimbun, Osaka Branch
Trade Paper	Kosuke Ebi	Denki Shimbun
News Agency	Chihiro Inoue	Kyodo News
Online	Shinko Maekawa	EETimes Japan
Online	Hideyoshi Kume	Nikkei Electronics
Online	Satoshi Tanaka	ITmedia +D Mobile

Online	Ryu Gyo	PC Watch
Online	Hiromu Tsuda	Keitai Watch
Online	Hiroki Yomogita	Tech-On!
Online	Megumi Kano	CNET Japan
Specialised Magazine	Ken Amemoto	EDN Japan
Specialised Magazine	Hiroataka Hachioka	ASCII Dot PC Magazine
Specialised Magazine	Takeshi Kikuchi	Software Design
Specialised Magazine	Shimako Hiraoka	Tech Village
Specialised Magazine	Kentaro Takahashi	Nikkei Communications
Research Company	Atsuro Satou	Gartner Japan
Freelance	Shinji Shioda	Freelance

## Q&A

### EE Times Japan Mr. Maekawa

[Questions for WPC]

Q. You mentioned iSupply's research result of WPC's penetration. What is your prospect of WPC's penetration?

Q. Please tell me about license fee of both receivers and senders.

### Nikkan Kogyo Shimbun Mr. Kobayashi

[Questions for WPC]

Q. Regarding standardization, will WPC be standard by international organization such as ISO?

Q. Regarding penetration, the current situation is that Japanese vendors released and foreign vendors adopted. Could you tell me about the current situation of overseas market?

### Keitai Watch Mr. Tsuda

[Questions for Docomo]

Q. Do you have a plan to join WPC as Docomo?

Q. How is the level of influence of receiving sensitivity to magnetic sensor? We cannot receive a call or watch TV by One Seg during recharging or it is just mechanically weak?

### Denki Shimbun Mr. Ebi

[Question for WPC]

Q. Could you tell me rough time frame of formulating middle power spec?

Q. Do you have a plan to promote standardizing high-power as WPC?

[Question for Sanyo]

Q. In Sanyo's presentation, middle-power roadmap was introduced. What about the schedule of high-power including electronics vehicle?

## Coverage Results

### **Nikkei Sangyo Shimbun**

December 3, 2010

*Eight Japanese companies join WPC to set industry standard for wireless charging*

Wireless Power Consortium (WPC), an industry organization that sets specifications for wireless charging standard "Qi" using devices such as mobile handsets held a press conference on December 2 and announced that the consortium now counts a total of eight Japanese companies among its membership including Alps Electric, Denso, and Panasonic. WPC is aiming to set industry standard for wireless charging, and products using the Qi system potentially appearing in 2011.

WPC was established in 2008 by eight companies including Sanyo, Dutch company Philips, and American firm Texas Instruments. The membership currently totals 68 companies including digital appliance and electronic component manufacturers. WPC announced wireless charging standard for small devices such as mobile handsets and digital cameras in July, and will work on setting a worldwide standard for wireless charging through International Electrotechnical Commission (IEC).

### **Ketai Watch**

December 2, 2010

*WPC spreading the wireless power charging standard "Qi"*

[http://k-tai.impress.co.jp/docs/news/20101202\\_411168.html](http://k-tai.impress.co.jp/docs/news/20101202_411168.html)

### **PC Watch**

December 2, 2010

*WPC working to establish the standardization for the wireless power charging*

[http://pc.watch.impress.co.jp/docs/news/20101202\\_411158.html](http://pc.watch.impress.co.jp/docs/news/20101202_411158.html)

### **ITmedia (+D mobile)**

December 2, 2010

*The concept of electrically charging will change by 2015 – View and challenges of the wireless power charging standard "Qi"*

<http://plusd.itmedia.co.jp/mobile/articles/1012/02/news093.html>

### **cnet Japan**

December 2, 2010

*WPC talked about the wireless power charging standard "Qi"*

<http://japan.cnet.com/news/business/story/0,3800104746,20423633,00.htm>

### **Tech-On**

December 2, 2010

*"The wireless power charging will be launched in 2011" said WPC in the media event*

<http://techon.nikkeibp.co.jp/article/NEWS/20101202/187879/>

### **cnet Japan**

December 2, 2010

*WPC talked about the wireless power charging standard "Qi" and revealed trial machines*

<http://japan.cnet.com/news/business/story/0,3800104746,20423633,00.htm>

### **Tech-On**

December 3, 2010

*"The wireless power charging is ready to spread" said NTT Docomo in WPC's event*

<http://techon.nikkeibp.co.jp/article/NEWS/20101203/187883/>

## At the event

Please see photos from next page:











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