

WIRELESS POWER

CONSORTIUM



Standardization - Key to Mass Market Adoption

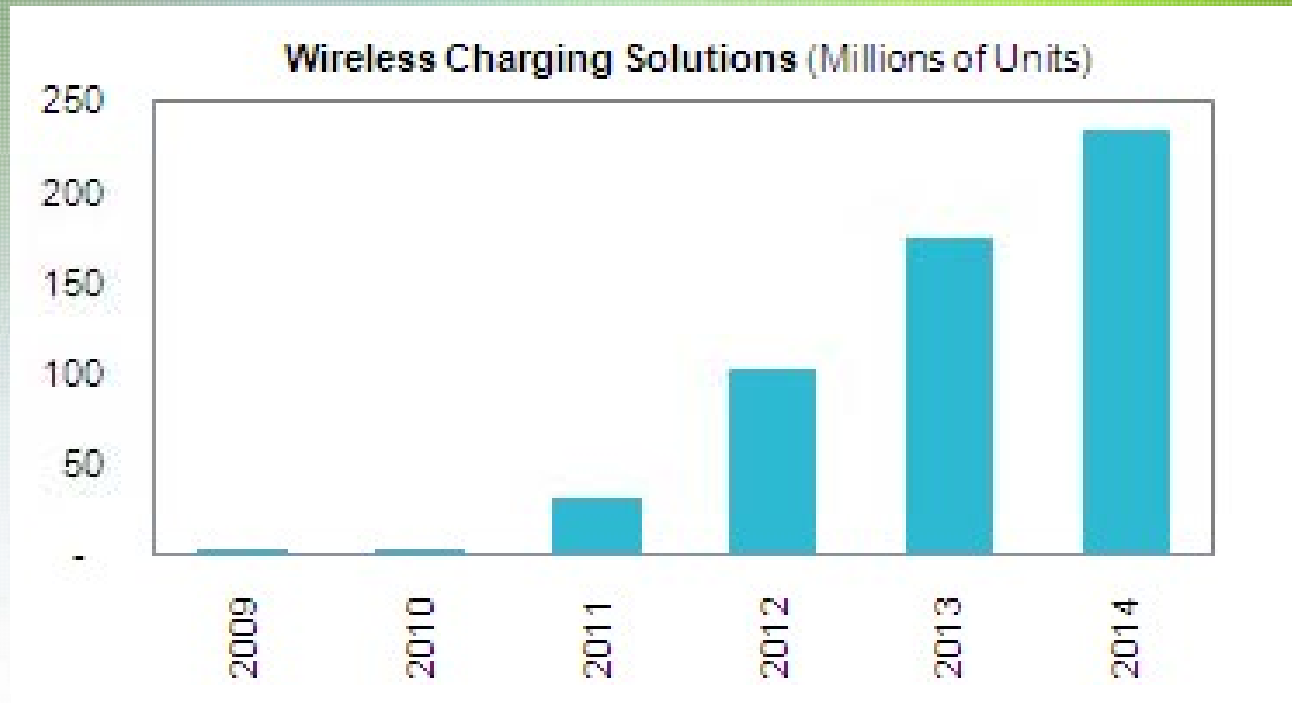
CES

January 7, 2010





The market for wireless chargers



This study by the market research company iSuppli predicts strong growth **on the condition that the industry unites behind a standard**

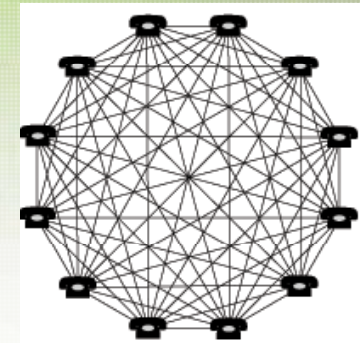
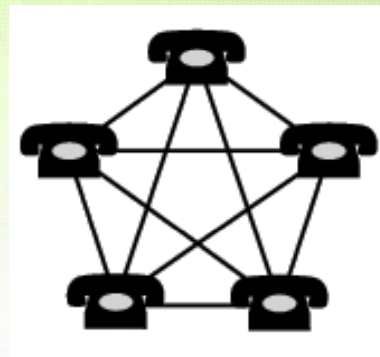
<http://www.isuppli.com/Mobile-and-Wireless-Communications/News/Pages/Wireless-Charging-Market-Set-to-Expand-by-Factor-of-Nearly-70-by-2014.aspx>



Why do we need a standard?

- A wireless charger is more useful when more people own a compatible wireless charger

- classic example of product that needs standard:
 - telephone, fax machine



- **no standard**: niche product for users with specialized needs
- **with standard**: products in every household (more than 100M)



The Qi industry standard

- Developed by the [Wireless Power Consortium](#)
- Broad industry support: [69 members](#) (January 2011)

Alps Electric Co., Ltd.	Faraday Technology Corporation	Logah Technology	Sanyo
Atmel	Fulton Innovation	LS Cable	Scosche Industries
AVID Technologies Inc.	Haier	Maxim Integrated Products	SixEye
Best Buy	Hanrim	MCM	Sony-Ericsson
Bothhand Enterprise Inc.	Hi-P	MediaTek	ST-Ericsson
Callpod	Hosiden	Mizco International	Stanley Black & Decker
case-mate	HTC	Modelabs	Technocel
Cetecom GmbH	Hubei Pine Tun Electronics Technology Co. Ltd.	National Semiconductor	Telecommunication Metrology Center of MIIT
Compal	iGo	Ndigo Business B.V.	Texas Instruments
Continental Automotive	IMST GmbH	Nokia	Toko
ConvenientPower	Integrated Device Technology	NTS	Triune Systems
Coretronic	Jeckson	Panasonic	TÜV Product Service
Denso Corporation	Johnson Controls	Philips Electronics	TUV Rheinland
Duracell	KEMA Quality	Powerkiss	UL
E & E Magnetic Products	Leggett & Platt	Primax	Verizon Wireless
Energizer	LG Electronics	Rohm	Wisepower
Ever Win		RRC	Xentris Wireless
		Samsung	
		Sangfei	



Status of Qi

- Qi low power specification (up to 5 Watt) finalized on July 23
- Qi interface specification available as free download from <http://www.wirelesspowerconsortium.com>
- The Qi logo may be displayed on Qi-certified products only
- Qi certification services are executed by an independent test lab
 - The first products were Qi-certified on August 14.



Qi's effect on the market for wireless charging

- Without a standard the market for wireless chargers remains limited.
- Standardization increases the demand significantly:
 - consumers see more value in universal chargers
 - mobile phone manufacturers only integrate standardized features
 - integration increases convenience
 - integration reduces the cost of wireless power receivers
 - standardization increases competition between suppliers of wireless chargers
 - competition increases consumer choice in interoperable chargers



Interface standardization stimulates innovation

- Look at the wide variety of Qi products - all working together
 - multi-coil transmitters
 - moving coil transmitters
 - single-coil transmitters
 - receivers integrated in phones, sleeves, batteries
- Innovation continues:
 - lowering cost, increasing efficiency, improving user experience
- Future innovations can be sold easily because they work with the installed base of Qi products
 - Qi stimulates innovation, competition, and growth



www.wirelesspowerconsortium.com