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SAMSUNG, DURACELL, HOSIDEN AND LEGGETT & PLATT JOIN WIRELESS POWER CONSORTIUM TO SET UNIVERSAL STANDARD

Market leaders accelerate Consortium traction to revolutionise use of consumer electronics

HONG KONG – 28 May 2009 – The Wireless Power Consortium (The Consortium) announced four new members today: Duracell (U.S.A.), Hosiden Corporation (Japan), Leggett & Platt, Inc. (U.S.A.) and Samsung Electronics (South Korea).

“Samsung, Duracell, Hosiden and Leggett & Platt’s expertise scales the Consortium across batteries, consumer electronics, components, device manufacturers, infrastructure, semiconductor and wireless power technology companies. This market leadership across the value chain is critical to the standard’s success,” said Camille Tang, Co-Chair, Wireless Power Consortium, Promotion Work Group.

A universal standard in wireless power charging ranked within the top 20 percent of consumer lifestyle demands to eliminate the inconvenience of needing multiple chargers for different devices, brands and even models of the same brand, according to consumer research.*

“Samsung has been on the forefront of innovation for more than 40 years and we’re excited to participate in setting the standard that will revolutionise the way to transmit the power to the electronic devices,” said Dr. KiHo Kim, Senior Vice President of Samsung Electronics Co.

“Duracell has been powering consumers’ devices for decades while listening to their needs,” said David Klein, R&D Associate Director of Duracell. “We’re pleased to be a part of this effort to bring freedom and empowerment to the lives of those who want to conveniently access, store and release energy to power their devices and their lives.”

“As a leading electrical components manufacturer, Hosiden Corporation looks forward to contributing to the universal wireless power standard and enhancing our products with this amazing technology,” said Keiji Mine, Manager, Technical Administrator Section of Hosiden Corporation.

“Our company is committed to innovation and we are already integrating the primary charging side of wireless power technology in a broad range of infrastructure products we offer. We’re excited to be joining the other leaders in the Consortium to contribute to this standard,” said LeRoy Johnson, Senior Director of Emerging Technologies, of Leggett & Platt.

* Research conducted with Ipsos Vantis, AcuPOLL® and Frost & Sullivan.

The Wireless Power Consortium

Established 17 December 2008, the Wireless Power Consortium's mission is to create and promote wide market adoption of an international wireless power standard for interoperability across rechargeable electronic devices. Members include ConvenientPower, Duracell, Hosiden, Fulton Innovation, Leggett & Platt, Logitech, National Semiconductor, Olympus, Philips, Samsung, Sanyo, Shenzhen Sangfei Consumer Communications, and Texas Instruments.

The Wireless Power Consortium welcomes and invites all interested companies to join as members. More information can be found at wirelesspowerconsortium.com.

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