

Press Release

For immediate release

Date: 2011-05-24

Concerning: AudioDev to supply test tools for the wireless power standard Qi

Contact: Peter Falk
CEO and President
AudioDev Sweden AB, Derbyvägen 4, SE-212 35 Malmö, Sweden
Tel. (direct): +46 40 690 49 60
E-mail: peter.falk@audiodev.com

AudioDev to supply test tools for the wireless power standard Qi

AudioDev is proud to announce that the company is starting up a new business unit that will be supplying reference test systems for the Qi technology. The Qi technology is the international wireless power standard for interoperability across rechargeable electronic devices which is promoted and developed by the Wireless Power Consortium (WPC).

The Qi technology allows a base station (i.e. a dedicated charging unit) to wirelessly charge rechargeable devices and batteries that follow the Qi standard, simply by placing the device on the charging unit. The rechargeable devices are automatically identified through a standardized communication protocol, making sure that the device is properly charged. AudioDev will supply test equipment both for the base station and the mobile device, to ensure that both units follow the Qi standard.

“The venture into the field of wireless power is a very exciting step” says Peter Falk, CEO of AudioDev. “As a company, we have over 25 years of experience in developing reference measurement systems and calibration methods for the optical disc industry, and we are looking forward to bringing our knowledge and experience to the field of wireless power” Falk concludes.

“After many years of working with reference testers for the various optical disc formats, it feels very refreshing and inspiring to enter an entirely new segment” says Magnus Wikstrand, Director R&D at AudioDev and project leader for the Qi Test tools. “Not just because of the test equipment itself but also in terms of working with entirely new types of applications, which also means developing new customer contacts. I am fully confident in the success of the Qi-standard, as so many well-known companies have signed up as members of the WPC. Having a standard that can be tested and verified is of utmost importance to be able to achieve compatibility, which is critical when launching consumer products of this type” Wikstrand concludes.



“Qi is about interoperability. Products made by different manufacturers must work together when they display the Qi logo. The Wireless Power Consortium can deliver on the promise of interoperability only by rigorous testing before we allow the use of the Qi logo.” says Menno Treffers, Chairman of the Wireless Power Consortium, “Compliance testing and certification will become significantly easier with the availability AudioDev’s professionally supported test tools, and that speeds up the world-wide adoption of Qi.”

AudioDev will release its first measurement tool, certified for Qi-testing, during the third quarter of 2011. The company’s first measurement tool for verification of the Qi-specification is based on an updated version of the tools developed by Philips. In 2012 and beyond, AudioDev will increase its product portfolio in regards to measurement tools certified for Qi-testing.

About AudioDev

AudioDev is a world leading supplier of complete solutions for quality control of optical media and of inspection systems for quality assurance in the manufacture of thin layers and films. The products for quality assurance and production efficiency are marketed under the brands ETA™ and CATS™. Customers include manufacturers of optical media, flat panel displays and other industrial applications where thin layers need to be quality assured as regards color determination, thickness measurements, density and more. AudioDev has over 25 years of experience in the optical media business and offers a complete product range that includes high precision analyzers, analyzers for production control, extensive customer support, training and TestCenters around the world. AudioDev is certified by the Blu-ray Disc Association as a testing center for BD-ROM Media.

About Qi and the Wireless Power Consortium

Established 17 December 2008, the Wireless Power Consortium’s mission is to establish Qi as the global standard for powering rechargeable electronic products. The 80+ members of the Wireless Power Consortium include industry leaders in mobile phones, consumer electronics, batteries, semiconductors, components, wireless power technology and infrastructure such as wireless operators, furniture and automotive parts companies.



(Qi) is pronounced “chee” and means “vital energy”. This “vital energy” principle is recognized as 氣氣 (Chinese Qi), 気 (Japanese Ki), 기 (Korean Gi), prana (Sanskrit)

More information is available at <http://www.wirelesspowerconsortium.com/>.
