



## PRESS RELEASE

For inquiries, please contact:

Josh Schimel  
Phone: 202-857-2208  
Email: [josh.schimel@fleishman.com](mailto:josh.schimel@fleishman.com)

Jennifer Clark  
Phone: 202-828-5065  
Email: [jennifer.clark@fleishman.com](mailto:jennifer.clark@fleishman.com)

### **WIRELESS POWER CONSORTIUM ANNOUNCES INTEGRATION OF QI WIRELESS CHARGING AT MORE THAN 120 JAPANESE LOCATIONS**

*NTT DOCOMO's Okudake-Juden "Place and Charge" Campaign Brings Wireless Charging on the Go*

**Tokyo, Japan – December 7, 2011**– The [Wireless Power Consortium](#) (WPC), today announced the successful completion of phase one of the [Okudake-Juden](#) (Place and Charge) campaign, which added Qi wireless charging at more than 60 popular locations throughout Japan, with plans to expand to 126 total Qi charging locations by the end of December.

Japanese mobile operator NTT DOCOMO, INC., installed Qi wireless charging stations at 60 convenient locations, including airport lounges, salons, cinemas, and cafes. By the end of December, Qi will be available at more than 60 additional venues throughout Japan, including top department stores, hotels, convenience stores, and fast food restaurant chains.

Just as Bluetooth® set the standard for exchanging data over short distances or Wi-Fi™ set the standard for wireless networking, [Qi sets the standard for wireless charging](#). Qi allows devices to be charged just by placing them on any Qi charging surface without connecting cords or wires. Qi offers simplicity, convenience, and flexibility by ensuring wireless charging interoperability between any Qi-enabled device and any Qi charger, regardless of manufacturer or brand.

“Wireless charging becomes more useful and convenient as it gets integrated into everyday places where people live, work, and travel,” said WPC Chairman Menno Treffers. “Today in Japan, customers at restaurants, shops, hotels and many other areas are making drained batteries a thing of the past and experiencing how easy charging can be.”

“In August NTT DOCOMO released its first Qi-enabled phone, AQUOS SH-13C by Sharp, and we have plans to roll out several more Qi compatible devices in the months ahead,” said Naofumi Sakata, Marketing Manager at NTT DOCOMO. “The more people experience the simplicity and convenience of charging their phones by just placing them on a table at the places they visit every day, the more they want this feature wherever they go. We’re excited about the future of Qi.”

WPC celebrates its three-year anniversary December 17, a milestone marked by overwhelming industry-backing for Qi. The Consortium has experienced rapid growth, with membership [soaring to over 100 industry-leading companies](#). Companies that have recently joined include mobile handset manufacturer Huawei and automotive parts supplier Visteon Corporation. Along with quickly growing membership, the Consortium [demonstrated more than 60 new Qi-enabled products](#) during CEATEC 2011 in Tokyo.

Find more information about Qi and the WPC at [www.wirelesspowerconsortium.com](http://www.wirelesspowerconsortium.com). For more information about NTT DOCOMO, please visit [www.nttdocomo.com](http://www.nttdocomo.com).

#### **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 more than 100 members of WPC 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 products are available in the United States, Asia, and Europe.

Qi  is pronounced "chee" and means "vital energy". This "vital energy" principle is recognized as 氣 (Chinese Qi), 気 (Japanese Ki), 기 (Korean Gi), prana (Sanskrit), πνεύμα (Greek).