

For further information:

For PowerbyProxi:
Alice Chan, Bird PR
alice@birdpr.com
+1 415-740-8174

For Wireless Power Consortium:
Josh Schimel
josh.schimel@fleishman.com
+1 202-857-2208

PowerbyProxi Joins Wireless Power Consortium

Wireless power innovator will contribute to evolution of Qi standard including full spatial freedom and simultaneous multi-device charging

PISCATAWAY, NJ and PLEASANTON, Calif. May 13, 2013 – The [Wireless Power Consortium](#) (WPC), which sets the global standard for wireless charging, and [PowerbyProxi](#), a leading developer and proven supplier of highly resonant wireless power solutions, today announced that PowerbyProxi has become its newest member and joined WPC’s management team. PowerbyProxi will share its expertise and intellectual property to help advance the technical capabilities of the Qi (pronounced *chee*) standard and ensure that consumers can enjoy the best charging experience.

PowerbyProxi will contribute to the WPC by extending specifications to address applications for smartphones, as well as higher power tablets, PC ultrabooks and notebooks, and high power kitchen appliances, while ensuring backward compatibility with the existing Qi ecosystem. Lower power devices such as gaming controllers, toys, media players and cameras will also be covered.

“We are looking forward to PowerbyProxi playing an active role on the management team of the WPC,” said Menno Treffers, Chairman, WPC. “PowerbyProxi is a pioneer in highly resonant wireless power and the WPC will leverage their expertise in spatial freedom and multi-device charging to deliver more choices to consumers.”

The rapidly expanding Qi ecosystem is designed to deliver wireless power wherever consumers need it – in their homes, offices, cars and public locations. Mobile carriers around the world including AT&T, China Mobile, NTT DoCoMo, O2, Sprint, Telefónica, T-Mobile and Verizon, are contributing to the rapid adoption of Qi by selling tens of millions of phones integrated with Qi wireless charging.

Consumers can now choose from over 200 mobile phones and accessories, including the Samsung Galaxy S4 and S3, LG Google Nexus 4, Nokia Lumia 920, LG Optimus G Pro, and HTC Droid DNA.

Qi charging is available in automobiles, including the 2014 Jeep Cherokee and the Toyota Avalon and Prius, and in a growing list of public locations such as coffee shops, airports, hair salons and restaurants, in the United States, Europe and Asia Pacific.

“The WPC has built a significant worldwide market based on the Qi specification and continues to gain momentum,” said Greg Cross, Executive Chairman of PowerbyProxi. “Becoming a full member, and participating in the management team, enables us to leverage our proven expertise by making contributions that will deliver solutions for a better user experience while expanding to a wider range of consumer devices and appliances,” said Cross.

PowerbyProxi, is a venture-backed company which initially spun-out of the University of Auckland, a world-recognized center of excellence for wireless power. With field-proven technology in industrial and consumer electronics solutions, ranging from less than one watt to kilowatts, PowerbyProxi offers some of the most sought-after features, such as full spatial freedom with simultaneous charging of multiple devices, while meeting safety and regulatory standards.

The Qi standard ensures interoperability, regardless of manufacturer or brand, and offers simplicity, convenience and flexibility. Qi is backed by more than [130 leading companies](#) of the WPC including: ConvenientPower, Energizer, HTC Corporation, LG Electronics, Motorola Mobility Inc., Nokia Corporation, Panasonic, Philips Electronics, PowerbyProxi, Research In Motion, Samsung Electronics, Sony Corporation, Texas Instruments, Toshiba Corporation, and Verizon Wireless.

About PowerbyProxi

PowerbyProxi is a leader in advanced, safe wireless power solutions for consumer electronics (CE) and industrial markets. We deliver a better consumer experience with full spatial freedom and multi-device charging and solve mission-critical problems in demanding, hostile industrial environments. We license technologies and deliver modules to battery and semiconductor suppliers, OEMs/ODMs and system integrators, with proven highly resonant implementations ranging from less than one watt to multiple kilowatts. PowerbyProxi is a venture-backed company spun out of the University of Auckland—an internationally recognized leader in wireless power innovation—and holds a comprehensive portfolio of 125 patents worldwide. For more information visit: www.powerbyproxi.com.

About Qi and the Wireless Power Consortium

Established in December 2008, the Wireless Power Consortium’s mission is to establish Qi as the global standard for wirelessly charging electronic products. The more than 130 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 Pacific, and Europe.

###