

## **PowerbyProxi Announces Licensing Agreement with Texas Instruments for Wireless Power Solutions**

PLEASANTON, Calif., Jan. 6, 2014 /PRNewswire/ -- PowerbyProxi, ([www.powerbyproxi.com](http://www.powerbyproxi.com)) developer of the world's most advanced and safest wireless power system, today announced it has signed a technology licensing agreement with Texas Instruments (TI) the global semiconductor company that designs and manufactures analog integrated circuits and embedded processors. TI will leverage PowerbyProxi's resonant and closely coupled wireless power expertise and patents to add new products to its broad range of wireless power and charging solutions.

"TI is recognized as the leading supplier of wired and wireless power solutions and respected across consumer electronics devices, industrial systems, and battery management," said Greg Cross, Executive Chairman and CEO of PowerbyProxi. "It's widely understood that the market has been waiting for resonant wireless power technologies for rapid growth and expansion," said Cross. This agreement further validates PowerbyProxi's leadership and shows that the industry is reaching an important tipping point for wireless power that delivers the best user experience and addresses mission critical applications. The initial focus of the TI and PowerbyProxi relationship will be to deliver a resonant solution compatible with the Wireless Power Consortium's (WPC) Qi standard.

"Consumers have a deep desire to charge portable electronics anywhere and anytime – and designers of end equipment want wireless power interoperability," said Steve Lambouses, vice president and general manager of battery management at TI. "PowerbyProxi's wireless power technologies can work across any standard being used and developed globally. We believe this is an excellent opportunity to use their expertise and IP to provide new and exciting capabilities to the market."

### **TI Driving Wireless Power Forward**

TI's [wireless power management products](#) and support fuels design engineers' imaginations to develop innovative, efficient wireless charging capabilities for smartphones, tablets and other portable electronics devices. It also helps fuel the design of wireless power charging transmitters ranging from stand-alone charging pads to those embedded in automobiles and furniture. The company is the leading developer of power integrated circuits that support the WPC's Qi standard. TI also is a member of the Alliance for Wireless Power (A4WP) and Power Matters Alliance (PMA).

PowerbyProxi will be participating in the Pepcom Digital Experience! media event at [CES 2014](#) at the Mirage Hotel on January 6, 2014. Find out about TI's activities at CES [here](#).

### **About PowerbyProxi**

PowerbyProxi is a leader in advanced, safe, wireless power solutions for consumer electronics (CE) and industrial markets. Our resonant technologies 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 126 patents worldwide. For more information visit: [www.powerbyproxi.com](http://www.powerbyproxi.com)