



PowerSquare Unveils Adaptive Position-Free System for the Industry and Consumers

Team of industry veterans launches cost-effective wireless charging technology for Qi compatible devices; Invite developers to collaborate

Bangalore, India, July 5, 2014—PowerSquare, Inc., a fast-growing startup in the wireless power industry, today announced the launch of its patent-pending Adaptive Position-Free (APF) system that simultaneously refuels multiple Qi-compatible devices.

Developing technology that charges more than one device, on a large surface, in any position, has been a key challenge for the ever-evolving wireless power industry. Technology solutions today, however, often leverage expensive multiple-coil systems. As a result, companies cannot go to market with these products and leave them as proof of concept. In addition, charging modules are typically only compatible with newer mobile devices, leaving older device owners without a viable solution.

PowerSquare's APF system addresses these challenges through patent-pending design and magnetics that significantly lower implementation and time-to-market expenses. This cost effective approach allows PowerSquare to partner with wireless original equipment manufacturers (OEMs) and original design manufacturers (ODMs) and create inventive products and applications at a feasible price point. The biggest feature of APF is that it also works with old and new devices, providing backwards compatibility and meeting the safety specifications (WPC1.1 FOD) of the Wireless Power Consortium (WPC).

"The PowerSquare team is thrilled to launch our Adaptive Position-Free System. The wireless power ecosystem now has a cost effective way to collaborate and deliver greater innovation around existing standards to consumers," said Pavan Pudipeddi, CEO of PowerSquare. "Our goal is to partner with developers and create a range of marketable, consumer friendly devices. With combined experience of more than 50 years, the PowerSquare team has been part of the industry's evolution. We look forward to playing an integral role in its growth moving forward."

The company will launch its Qi Wireless Charging Pad, the first PowerSquare branded, APF-based consumer product by December 2014. PowerSquare executives have already contributed to some of the wireless world's biggest milestones, including the first mobile USB fast charger and the first smartphone embedded with wireless power. They have served a wide range of roles at technology giants including Texas Instruments, Analog Devices and National Semiconductor (acquired by Texas Instruments in 2011 for \$6.5 billion).

PowerSquare is a member of the Wireless Power Consortium, the global organization striving to make Qi the worldwide standard for wireless charging. The WPC is composed of more than 200 companies that serve the mobile phone, electronic, battery, wireless power, semiconductor, infrastructure, and component marketplaces. PowerSquare's goal to partner with the ecosystem and develop quality APF-based products helps further the WPC's objective to improve the wireless power industry.



“PowerSquare’s implementation of multi-device and free-positioning technology is the most user-friendly transmitter I’ve seen to date, regardless of standard,” said John Perzow, vice president of market development for the WPC. “They are working to successfully bring out products that are both cost-effective and bridge the gap between changing industry standards. I have high expectations for PowerSquare and the innovation they will deliver to the wireless power sector in years to come.”

PowerSquare additionally serves the wireless marketplace by helping various OEMs integrate wireless power capabilities into their products.

For more information on PowerSquare, please visit www.powersquare.com

To learn more about Adaptive Position-Free technology by PowerSquare, please visit this video link - <https://www.youtube.com/user/powersquareinc>

About PowerSquare

PowerSquare’s team of industry veterans works side-by-side with major OEMs serving the wireless marketplace. A member of the Wireless Power Consortium, PowerSquare delivers innovations around existing standards, offers strategy consulting and design customization to educate developers as they integrate wireless power capabilities into their products. PowerSquare most recently launched its Qi Wireless Charging Pad using adaptive position-free (APF) technology and allowing multiple devices to charge at once. Since it was founded in 2012, PowerSquare has grown to include offices in India, Hong Kong, and the U.S. PowerSquare is currently run by Pavan Pudipeddi, a wireless power industry veteran.

For more information, visit www.powersquare.com.

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