

## **New IKEA Collection Blends Style with Qi Wireless Charging Functionality** *IKEA's home furnishings embed charging spots and propel Qi further into mainstream adoption*

**BARCELONA -- March 1, 2015** – Global home furnishings retailer IKEA today announced a product launch of Qi-powered bedside tables, lamps and desks that eliminates cable mess and makes it easier to stay connected with always-charged mobile devices.

IKEA said the wireless charging home furnishings will be available in Europe and North America this April, followed by a global rollout. The [announcement](#) girds support for Qi – the leading global wireless charging standard from the Wireless Power Consortium (WPC).

“IKEA is delivering on its vision of making life at home better with this innovative, stylish and useful new collection that show consumers the beauty and simplicity of wireless charging,” said Menno Treffers, WPC chairman. “We applaud IKEA for its unmatched insight and their unique passion for making wireless charging affordable and simple for consumers.”

Qi is the most widely deployed wireless power standard, available in 3,000 hotels, restaurants, airports and public locations worldwide. There are now more than 80 Qi-enabled smartphones, 15 models of Qi-enabled cars and countless Qi mobile accessories in the market today.

“Our belief is that mobile phones is a vital part to people’s life at home and their desire to stay connected, and Qi addresses an unmet need to keep devices powered,” said Björn Block, Range Manager for Lighting and Wireless Charging, at IKEA. “As a member of WPC, we value the access to the leading and most advanced global standard for wireless charging.”

During Mobile World Congress, WPC will showcase the latest Qi-enabled products at booth 5C41, Hall 5.

### **About the Wireless Power Consortium and Qi**

Established in 2008, the Wireless Power Consortium is an open, collaborative standards development group of more than 200 company members. WPC’s members include Belkin, ConvenientPower, Delphi, Freescale, Haier, HTC, IKEA, LG, Microsoft, Motorola, Nokia, Panasonic, PowerbyProxi, Royal Philips, Samsung, Sony, TDK, Texas Instruments, Verizon Wireless and ZTE. These companies -- large and small competitors and ecosystem partners, from all parts of the industry and all parts of the globe -- collaborate for a single purpose: to design and evolve the world’s most useful, safe and efficient standard for wireless power. This global standard is called Qi, and it has become the world’s leading method for transferring electrical power without wires. Qi is designed into 80+ mobile devices, 15 models of cars, has more than 700 registered products that are enjoyed by more than 50 million users worldwide. For more information, visit [www.wirelesspowerconsortium.com](http://www.wirelesspowerconsortium.com).

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