WIRELESS POWER IN 2016: SIZING THE MARKET AND SEIZING THE OPPORTUNITY

WPC MEETING – TAIPEI

David Green, Research Manager
+44 1933 40 8057
David.Green@ihs.com

© 2016 IHS
WHAT WE DO

We offer information, analytics and expertise to organizations around the world.

They depend on our insights to help them make decisions about everything from day-to-day operations to long-term investments.
A change of phase?

1. INNOVATION
   (Proof of concept)

2. RFINEMENT
   (Technology focus)

3. APPLICATION
   (Product focus)

4. COMMODITISATION
   (Cost focus)
If I had asked people what they wanted, they would have said faster horses.

HENRY FORD

1. INNOVATION
   (Proof of concept)

Challenges:
- Awareness
- Initial volume
Have you heard of wireless charging technology before?

- **YES**: 37%
- **NO**: 63%

2014:
- 76%
- 24%

2015:
- 24%
- 76%
Have you used wireless charging technology before?

Would you like wireless charging on your next device?
Receiver unit shipments on an upward trend...

- 2014: 55m
- 2015: 144m
- 2016: 259m
A change of phase?

1. INNOVATION (Proof of concept)

2. RENFINEMENT (Technology focus)

3. APPLICATION (Product focus)

4. COMMODITISATION (Cost focus)
Customer demand means a new level of expectation.

2. **REFINEMENT**  
   (Technology focus)

**Challenges:**
- Consumer demand
- Internal focus
The risk of negative customer experience…

Multi-Device  Through Objects
Alignment  Lower Cost
More Public Infrastructure  Faster
Use While Charging  Others

…except for user choosers.

Speed
Where is the balance of focus?

**EXTERNAL**

- **MWC** – Samsung Galaxy S7, HP Elite x3
- **Other products** – LG Tx, Samsung Gear S2, DeWalt Phone

**INTERNAL**

- **Technology** – Higher power (15W+), high-frequency (Rezence)
- **Partnerships**
- **Products** – Laptops, medical, industrial
What does this mean…?

2016 IS THE LAST CHANCE TO CREATE FIRST IMPRESSIONS
A change of phase?

1. INNOVATION
   (Proof of concept)

2. REFINEMENT
   (Technology focus)

3. APPLICATION
   (Product focus)

4. COMMODITISATION
   (Cost focus)
Not ‘the first’ but the second, third, fourth...

3. APPLICATION (Product focus)

Challenges:
• Diversification
• Volume
Roll-out plans

- Automotive
- Fitness bands
- Medical
- Public infrastructure
- Smart watches
- Low-end mobile phones
- Laptops
What does that do to market volume?

>1 BN RECEIVERS IN 2020

>2 BN RECEIVERS IN 2025
A change of phase?

1. **INNOVATION**
   (Proof of concept)

2. **REFINEMENT**
   (Technology focus)

3. **APPLICATION**
   (Product focus)

4. **COMMODITISATION**
   (Cost focus)
The inevitable race to the bottom?

4. COMMODITISATION (Cost focus)

Challenges:
- Margin
- Alternative revenue streams
What are the costs?

2014
$3.1

2015
$2.5

• 5W low-frequency receivers dominating the market right now.

• Volume is the biggest cost driver

• Up or down?
Change in product mix moving forwards:
• High-frequency
• Multi-frequency
• Higher power
• Larger devices
A change of phase?

1. **INNOVATION**
   (Proof of concept)

2. **REFINEMENT**
   (Technology focus)

3. **APPLICATION**
   (Product focus)

4. **COMMODITISATION**
   (Cost focus)
The time is now…

2016

IS THE LAST CHANCE TO CREATE FIRST IMPRESSIONS
Contact us

Americas:  
+1.800.IHS.CARE (+1.800.447.2273);  
customercare@ihs.com

Europe, Middle East, and Africa:  
+44.(0).1344.328.300;  
customer.support@ihs.com

Asia and the Pacific Rim:  
+604.291.3600;  
supportapac@ihs.com

© 2015 IHS. No portion of this report may be reproduced, reused, or otherwise distributed in any form without prior written consent, with the exception of any internal client distribution as may be permitted in the license agreement between client and IHS. Content reproduced or redistributed with IHS permission must display IHS legal notices and attributions of authorship. The information contained herein is from sources considered reliable but its accuracy and completeness are not warranted, nor are the opinions and analyses which are based upon it, and to the extent permitted by law, IHS shall not be liable for any errors or omissions or any loss, damage or expense incurred by reliance on information or any statement contained herein. For more information, please contact IHS at customercare@ihs.com, +1 800 IHS CARE (from North American locations), or +44 (0) 1344 328 300 (from outside North America). All products, company names or other marks appearing in this publication are the trademarks and property of IHS or their respective owners. V2.0:29.04.14