Wireless Power Consortium Press Conference

Date: December 2, 2010
Spokespeople: Menno Treffers, Camille Tang, Shoichi Toya, Yasuyuki Kanai

Executive Quick Summary

The press event was successfully held at Cerulean Tower Tokyu Hotel between 13:30 to 15:30 on December 2, 2010. In total, 19 journalists attended the event.

The spokesperson Menno Treffers who is a Chairman, Wireless Power Consortium, introduced “Standardization - Key to Mass Market Adoption.” Also, Shoichi Toya, who is a division director of charging system at one of famous electronic manufacturers and the member of WPC, SANYO Electric Co., Ltd, explained “The Introduction of Non-contact Charging System Development.” Following these presentations, Yasuyuki Kanai, a manager of technical support group in Communication Device Development Department of NTT DOCOMO, Inc, presented “What DOCOMO expects to WPC.” Followed by Q&A session, several prototypes of non-contact charging system were displayed for demonstration.

Q&A session was most related to the international standardization or penetration of WPC, the future development roadmap of Sanyo, and DOOMO’s plan to become the member of WPC.

Regarding the event coverage, most media focuses on the current status of non-contact charging system development, the future roadmap of WPC, and how major electronic or mobile phone companies work with WPC, and the update information of the product launch in Japan.

They also emphasized the non-contact charging system as a much-needed product and they have paid much attention to the future actions or announcements of WPC and Japanese companies.

Overall, media coverage sentiment is neutral to positive.

Japan Briefing Attendees

<table>
<thead>
<tr>
<th>Media Category</th>
<th>Journalist</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Newspaper</td>
<td>Masaki Hashida</td>
<td>The Asahi Shinbun</td>
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<td>Daily Newspaper</td>
<td>Yohei Ichishima</td>
<td>Nihon Keizai Shimbun</td>
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<tr>
<td>Trade Paper</td>
<td>Hiroyuki Kobayashi</td>
<td>Nikkan Kogyo Shimbun, Osaka Branch</td>
</tr>
<tr>
<td>Trade Paper</td>
<td>Kosuke Ebi</td>
<td>Denki Shimbun</td>
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<tr>
<td>News Agency</td>
<td>Chihiro Inoue</td>
<td>Kyodo News</td>
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<tr>
<td>Online</td>
<td>Shinko Maekawa</td>
<td>EETimes Japan</td>
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<td>Online</td>
<td>Hideyoshi Kume</td>
<td>Nikkei Electronics</td>
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<tr>
<td>Online</td>
<td>Satoshi Tanaka</td>
<td>ITmedia +D Mobile</td>
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[Questions for WPC]
Q. You mentioned iSupply’s research result of WPC’s penetration. What is your prospect of WPC’s penetration?

Q. Please tell me about license fee of both receivers and senders.

Nikkan Kogyo Shimbun Mr. Kobayashi

[Questions for WPC]
Q. Regarding standardization, will WPC be standard by international organization such as ISO?

Q. Regarding penetration, the current situation is that Japanese vendors released and foreign vendors adopted. Could you tell me about the current situation of overseas market?

Keitai Watch Mr. Tsuda

[Questions for Docomo]
Q. Do you have a plan to join WPC as Docomo?

Q. How is the level of influence of receiving sensitivity to magnetic sensor? We cannot receive a call or watch TV by One Seg during recharging or it is just mechanically weak?

Denki Shimbun Mr. Ebi

[Question for WPC]
Q. Could you tell me rough time frame of formulating middle power spec?

Q. Do you have a plan to promote standardizing high-power as WPC?

[Question for Sanyo]
Q. In Sanyo’s presentation, middle-power roadmap was introduced. What about the schedule of high-power including electronics vehicle?
Eight Japanese companies join WPC to set industry standard for wireless charging

Wireless Power Consortium (WPC), an industry organization that sets specifications for wireless charging standard "Qi" using devices such as mobile handsets held a press conference on December 2 and announced that the consortium now counts a total of eight Japanese companies among its membership including Alps Electric, Denso, and Panasonic. WPC is aiming to set industry standard for wireless charging, and products using the Qi system potentially appearing in 2011.

WPC was established in 2008 by eight companies including Sanyo, Dutch company Philips, and American firm Texas Instruments. The membership currently totals 68 companies including digital appliance and electronic component manufacturers. WPC announced wireless charging standard for small devices such as mobile handsets and digital cameras in July, and will work on setting a worldwide standard for wireless charging through International Electrotechnical Commission (IEC).

WPC spreading the wireless power charging standard “Qi”
http://k-tai.impress.co.jp/docs/news/20101202_411168.html

WPC working to establish the standardization for the wireless power charging
http://pc.watch.impress.co.jp/docs/news/20101202_411158.html

The concept of electrically charging will change by 2015 – View and challenges of the wireless power charging standard "Qi"
http://plusd.itmedia.co.jp/mobile/articles/1012/02/news093.html

WPC talked about the wireless power charging standard “Qi”

"The wireless power charging will be launched in 2011“ said WPC in the media event
http://techon.nikkeibp.co.jp/article/NEWS/20101202/187879/

WPC talked about the wireless power charging standard "Qi" and revealed trial machines

"The wireless power charging is ready to spread“ said NTT Docomo in WPC’s event
http://techon.nikkeibp.co.jp/article/NEWS/20101203/187883/
At the event

Please see photos from next page:
WPCにドコモが期待すること

2010年12月2日
(株)NTTドコモ
移動機開発部
担当課長
金井 康通