



PRESS RELEASE

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WIRELESS POWER CONSORTIUM LAUNCHES AUTOMOTIVE APPLICATION GROUP TO ACCELERATE ADOPTION OF QI STANDARD IN AUTOMOBILES

Catania, Sicily – September 26, 2011 – The [Wireless Power Consortium](#) (WPC) today announced the launch of its Automotive Application Group, tasked with accelerating the Qi wireless charging standard for use in automobiles.

[Qi, the global standard for wireless charging](#), allows devices to be charged just by placing them on any Qi charging surface without connecting cords or wires. Qi offers simplicity, convenience, and flexibility by ensuring wireless charging interoperability between any Qi-enabled device and any Qi charger, regardless of manufacturer or brand.

“With mobile phone manufacturers now beginning to include integrated wireless charging capabilities in their devices, I think there’s a real market developing for wireless charging in automobiles,” said WPC Automotive Application Group Chair Luc Jansseune. “People want this and I believe we’ll see accelerating adoption in the automotive industry, first for after-market applications, then full integration into cars and trucks.”

Presentations at the Automotive Application Group’s first meeting on August 31, 2011, included discussions on new automotive wireless charging solutions and applications from WPC member companies Atmel, Continental, ConvenientPower, Fulton Innovation, Leggett & Platt, PLDS, and Texas Instruments.

The Automotive Application Group presentations also referenced the 2011 Shanghai Auto Show, where leading Chinese automobile manufacturers exhibited cars featuring the Qi universal wireless charging standard. Qi charging surfaces were seamlessly integrated in center consoles, armrests and on the dashboards of the cars on display. In addition, Qi automotive solutions were on display at the recent IAA International Motor Show, September 15-25, 2011 in Frankfurt, Germany.

“As we saw at the 2011 Shanghai and IAA International shows, the number of companies competing to bring Qi to automobiles and the types of applications they’re developing are truly exceptional,” said WPC Chairman Menno Treffers. “Consumers are fed up with cords and just

like we saw with Bluetooth®, once devices include a compatible technology standard that makes people’s lives easier, they want to use it wherever they go; in their cars, homes, offices, and when travelling. With overwhelming industry backing, we’re going to continue to see momentum for Qi in everything from cars, to furniture, to consumer electronics and appliances.”

The Qi standard was finalized in 2010 and is backed by over 90 well-known companies like Energizer, Verizon, Motorola, Samsung, Sanyo, LG, Panasonic, HTC, Sony-Ericsson, Nokia, and Philips.

For more information about Qi and the WPC, please visit [the Wireless Power Consortium website](#).

About Qi and the Wireless Power Consortium

Established 17 December 2008, the Wireless Power Consortium’s mission is to establish Qi as the global standard for powering rechargeable electronic products. The more than 90 members of WPC include industry leaders in mobile phones, consumer electronics, batteries, semiconductors, components, wireless power technology and infrastructure such as wireless operators, furniture and automotive parts companies. Qi products are available in the United States, Asia, and Europe.

Qi  is pronounced “chee” and means “vital energy”. This “vital energy” principle is recognized as 氣 (Chinese Qi), 気 (Japanese Ki), 기 (Korean Gi), prana (Sanskrit), πνεύμα (Greek).