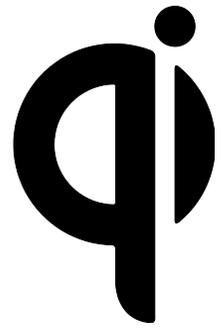


FOR IMMEDIATE RELEASE



LEADING CHINESE CAR MAKERS DISPLAY QI WIRELESS CHARGING AT SHANGHAI AUTO SHOW

Demonstration of Qi universal wireless chargers shows continued momentum for global wireless charging standard

HONG KONG – 31 May 2011 – The Wireless Power Consortium (“WPC”) today announced that leading Chinese automobile manufacturers Geely, Chery, Changan and Dongfeng exhibited cars featuring its universal wireless charging standard Qi at the April 2011 Shanghai Auto Show. This is the first time that embedded Qi wireless chargers have been exhibited at a major auto show in concept vehicles, marking a key milestone for universal wireless charging technology.

As the world’s first low-power wireless charging standard, Qi brings simplicity, convenience and flexibility to consumers because it ensures interoperability between any Qi-enabled device and any Qi charger, regardless of brand or manufacturer.

“Integrating Qi into automobiles makes charging devices easy for consumers and eliminates cord clutter for drivers. We are delighted to see the automotive industry demonstrating Qi,” said WPC Chairman Menno Treffers, “This is further evidence that manufacturers and consumers are demanding a universal standard for wireless charging.”

Each manufacturer demonstrated a different application of Qi wireless charging technology in their respective concept cars. Charging stations were seen in center consoles, armrests and on the dashboards of the cars on display. Each charging station could be used to charge one device.

The wireless chargers were seamlessly blended into each car’s interior, complimenting the overall aesthetic design. The auto makers also used a variety of materials beneath the charging surface including cloth, artificial leather and plastics.

Qi wireless chargers featured prominently in the following models: Geely EC-8, Chery Riich G6, Changan CX30 and Dongfeng’s electric concept cars. The manufacturers demonstrated wireless charging with both Philips Qi phones and an Apple iPhone 3 enabled by an Energizer Inductive Charging Sleeve. The embedded Qi charging technology was provided by Leggett & Platt.



Figure 1: WPC's Qi wireless charging technology displayed in the center armrest of Changan's CX30 at the Shanghai Auto Show



Figure 2: WPC's Qi wireless charging technology displayed in the center armrest of Chery's Riich G6 at the Shanghai Auto Show

More information about the Consortium and Qi is available at www.wirelesspowerconsortium.com.

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 wireless powering of rechargeable electronic products. The 84 members of the Wireless Power Consortium 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, electronics, batteries, semiconductors, components and wireless power technology.

<http://www.wirelesspowerconsortium.com/about/our-members.html>

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), πνεῦμα (Greek).

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