



For inquiries, please contact:

Josh Schimel
Phone: 202-857-2208
Email: josh.schimel@fleishman.com

AUDI DEMONSTRATES QI WIRELESS CHARGING AT CES 2014

Audi's Phone Box Updated With Qi Wireless Charging

Las Vegas – January 9, 2014 – The [Wireless Power Consortium](#) (WPC) today announced that Audi is demonstrating Qi wireless charging at the 2014 International Consumer Electronics Show.

The Audi phone box, first introduced in 2012, has been updated to include Qi wireless charging. The electricity in the floor of the phone box flows to a receiver coil in the smartphone via induction. In the future, the Audi phone box will not only provide perfect cell reception, but also ensure that a user's smartphone is fully charged at all times. Audi uses the WLAN hotspot in the car to intelligently combine the world of smartphones and tablets with the automotive world.

Audi unveiled its new Qi enabled Phone Box in its CES booth: CES Central Plaza - CP11, LVCC, North Hall Booth 3430.

"The automotive industry has embraced Qi," said John Perzow, Vice President of Market Development for the Wireless Power Consortium. "Audi joins Daimler, Toyota, Jeep and others who have already implemented Qi wireless charging in current and future car models. Cars are a natural fit for wireless charging – putting Qi everywhere the consumer needs it."

Qi is backed by [200 leading companies](#) of the [WPC](#), including: ConvenientPower, Energizer, HTC, LG, Motorola, Nokia, Panasonic, Royal Philips, Samsung, Sony, Toshiba, and Verizon Wireless.

Qi is the leader in the automotive industry, available in automobiles including the 2014 Jeep Cherokee, the Ssangyong Chairman, and the Toyota Avalon, Prius, and Harrier. After exhaustive safety and efficacy testing, the [CE4A](#) made Qi their wireless charging choice for Mercedes-Benz, BMW, Volkswagen, Audi, and Porsche.

Mobile carriers around the world including China Mobile, NTT DoCoMo, Telefónica, and Verizon, are contributing to the adoption of Qi by selling tens of millions of phones integrated with Qi wireless charging. There are now over 400 unique Qi-enabled devices including mobile phones and compatible products like the Samsung Galaxy S4 and S3, Nokia Lumia 1020, LG G2, Motorola Droid Maxx and Mini and the Google Nexus 5 phone and Nexus 7 tablet.

Visit the WPC at CES through Jan. 10, at the Las Vegas Convention Center, Booth SL-2 in the South Hall 3 lobby, located on the upper level.

For more information, visit: [Audi's CES press kit](#); www.wirelesspowerconsortium.com; and the [CES Virtual Press Office](#).

About Qi and the Wireless Power Consortium

In December 2008 a group of leading consumer electronics companies created the Wireless Power Consortium to establish Qi as the interoperable global standard for wireless power. The more than 190 members of the WPC include Blackberry, ConvenientPower, Devant Technologies, Energizer, Foxconn, Haier, HTC, LG, Motorola, Nokia, Panasonic, PowerByProxi, Qualcomm, Royal Philips, Samsung, Sony, Texas Instruments, Toshiba, Verizon Wireless, ZTE and infrastructure providers such as wireless operators, furniture, and automotive parts companies. As the leading wireless charging standard worldwide, Qi has brought more than 400 new wireless charging products to market. Qi products are available in North America, South America, Asia Pacific, Europe, India, Africa, and Australia.

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