



## FOR IMMEDIATE RELEASE

### FULTON INNOVATION PARTNERS WITH SENNCO SOLUTIONS TO BRING WIRELESS POWER TO RETAIL SECURITY

**ADA, Michigan – September 9, 2009** – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled™ intelligent wireless power, announced their partnership today with leading asset protection and loss prevention company, Sennco Solutions (Sennco).

Sennco designs and manufactures security solutions for open merchandise displays that encourage customer interaction with a variety of consumer electronics, including laptops, cell phones, GPS, and remote controls. Sennco customers include major retailers such as Best Buy, Staples, Office Max, and RadioShack as well as other vendors, fixture houses, designers, and retailers who use their anti-theft devices for asset protection. Fulton and Sennco are working together to incorporate wireless power into their electronic retail security solutions that will be offered to major retailers and provide an innovative integrated security alternative to the traditional tether or alarm.

“Our company is committed to providing innovative solutions to our customers, and incorporating eCoupled wireless power technology in our anti-theft solutions will be key in offering the next generation of security technology,” said Christopher Marszalek, President, Sennco Solutions. “We are excited about the possibilities this technology brings to our customers, allowing them to un-tether and streamline the security of their products and ultimately improve the shopping experience for consumers.”

“Not only can eCoupled technology wirelessly power and charge a multitude of consumer electronics, but also the security devices that are used to protect them in the stores,” said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. “We’re thrilled to form a partnership with Sennco and see our technology merged with other innovative solutions to create unique applications in new environments.”

In addition to this partnership with Sennco, Fulton is partnering with leading global computer, mobile phone, home appliance, and furniture manufacturers to integrate its technology into infrastructure and devices and assimilate the convenience of wireless power into everyday life. For a complete list of Fulton partners, please visit [ecoupled.com](http://ecoupled.com).

#### **About Fulton Innovation and eCoupled™ Technology**

A subsidiary of Alticor Corporation, Fulton Innovation is dedicated to commercializing new and innovative technologies that improve the way we live, work, and play. Fulton is working with a wide range of



industry-leading companies to integrate eCoupled technology into infrastructure and electronic devices to enable consumers to live a truly wireless life.

The engineers behind eCoupled™ have been developing, advancing, and perfecting the technology for over 10 years. eCoupled technology has been incorporated into Amway's eSpring™ water purifiers for eight years, with over 1.5 million devices sold in over 38 countries worldwide to date.

Altacor employs more than 14,000 people worldwide, including over 450 engineers and scientists and has sales of more than \$8 billion annually. It is headquartered in Ada, Michigan and has operations in more than 80 countries and territories worldwide.

For additional information, please visit [fultoninnovation.com](http://fultoninnovation.com) or [ecoupled.com](http://ecoupled.com).

### **About Sennco Solutions**

Sennco Solutions is in the asset protection business and serves the retail, fixture, POP, and loss prevention industries. They specialize in manufacturing customer friendly anti-theft devices including: laptop security, power and alarm solutions for hand-held and tabletop electronics, alarm solutions, mechanical cordwinders, and straight or coiled cable tethers. Sennco seeks strategic alliances with retailers, vendors, fixture houses, and designers to bring innovative asset protection to an ever-changing marketplace.

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