

## **FOR IMMEDIATE RELEASE**

### **FULTON INNOVATION RELEASES WHITE PAPER: THE NEED FOR A UNIVERSAL WIRELESS POWER SOLUTION**

**ADA, Michigan – September 28, 2009** – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled™ intelligent wireless power has released their first in a series of white papers to educate consumers on wireless power. This initial white paper, “Making Wireless Truly Wireless: The Need for a Universal Wireless Power Solution,” addresses the key challenge for the wireless power industry of companies introducing proprietary solutions versus following an interoperable global standard and demonstrates why a universal standard is so crucial to mass adoption and ease of use for consumers.

Accompanying the white paper is a multimedia presentation presenting the ideas in an abbreviated, consumer-friendly format via Fulton’s YouTube™ channel.

“Research shows that consumers want a single, universal and globally accepted wireless power solution to simplify life and how they interact with their electronic devices,” said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. “By introducing a global standard for manufacturers to follow, consumers will eventually be able to seamlessly interact with wireless power for their devices regardless of the power need or who manufactured the device.”

Fulton is partnering with leading global computer, mobile phone, home appliance, furniture, and other manufacturers to integrate eCoupled technology into infrastructure and devices and assimilate the convenience of wireless power into everyday life. Fulton is also a founding member of the Wireless Power Consortium, a worldwide organization of companies working together to set the low-power universal standard, of which version 1.0 of the specification is soon to be released.

To view the Multimedia News Release go to: <http://www.prnewswire.com/mnr/ecoupled/40308/>.

To download the complete white paper, please visit <http://ecoupled.com/whitepapers.html>.

To view the Simplify Your Life video, please visit <http://www.youtube.com/user/fultoninnovation>.

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

A subsidiary of Altacor 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).

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