



## FOR IMMEDIATE RELEASE

### FULTON INNOVATION SHOWING NEW APPLICATIONS OF WIRELESS POWER FOR MOBILE DEVICES DURING CTIA INTERNATIONAL 2011

#### **Company shows mobile phones with standards-based wireless power fully integrated into devices, without changing the form factor**

**ORLANDO — March 21, 2011** — Fulton Innovation ([www.fultoninnovation.com](http://www.fultoninnovation.com)), the creator and exclusive licensor of eCoupled™ intelligent wireless power, will be at MobileFocus during CTIA International 2011 to show a variety of brand-name mobile phones where wireless power technology is integrated directly into handsets. Unlike after-market sleeves that need to be attached to the phone after purchase, Fulton has been working with mobile phone manufacturers to have full integration of wireless power technology into their phones, retaining the original design and form factor.

Thanks to the Qi global standard from the Wireless Power Consortium (WPC) for low-powered devices, the mobile phones that Fulton will be showing can be used with a multitude of charging surfaces that meet the Qi standard.

Fulton will again be showing how wireless power can even be integrated into packaging. A mobile phone box that lights up and flashes at passers-by will also be showcased at the event. Also on display will be phones and other devices charging wireless on various surfaces –wood, plastic, and glass – demonstrating that there are almost no limitations to how and where devices can be powered wirelessly.

“Our depth and breadth of experience in wireless power integration for mobile phones, along with our patent portfolio, is what sets us apart from the pack and enables us to work with the top global mobile phone manufacturers,” said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. “As the industry continues to evolve, it’s clear the next frontier our technology enables is spatial freedom, which will give consumers the ability to place devices anywhere on a surface or below a present surface for power. As we utilize our technology to enable these additional capabilities, there is literally no limit to the applications of wireless power in our everyday lives.”

Fulton Innovation will be exhibiting at MobileFocus during CTIA on Tuesday, March 22<sup>nd</sup> at the Peabody Orlando Hotel.

### **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 wireless power 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 12 years. eCoupled technology has been incorporated into Amway's eSpring™ water purification devices for 10 years, with over 1.5 million devices sold in over 40 countries and territories worldwide to date.

Alticor employs more than 13,000 people worldwide, including over 500 engineers and scientists. Alticor has sales of more than \$9.2 billion annually. It is headquartered in Ada, Michigan and has operations in more than 80 countries and territories worldwide.

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

###

### **MEDIA CONTACT:**

Sharon Barclay, Blue Trumpet Group  
617.571.1233  
[sharon@bluetrumpetgroup.com](mailto:sharon@bluetrumpetgroup.com)

eCoupled, Fulton Innovation, and their respective logos are registered trademarks of Fulton Innovation LLC. All other trademarks are the property of their respective owners.