



## FOR IMMEDIATE RELEASE

### FULTON INNOVATION BRINGS NFC, SPATIAL FREEDOM, AND MEDIUM POWER CAPABILITIES TO WIRELESS POWER

#### **Fulton Expands its Wireless Power Capabilities to Allow for Greater Design Freedom in a World Without Power Cords**

**ADA, Mich.— June 6, 2011** — Fulton Innovation ([www.fultoninnovation.com](http://www.fultoninnovation.com)), the creator and exclusive licensor of eCoupled™ intelligent wireless power, is providing updated features and functionality for manufacturers who want to incorporate wireless power into their devices. The additional features allow for new applications of wireless power in consumer devices, surfaces, and environments giving consumers even more options for a wirelessly-powered world. A demo can be seen at:

<http://bit.ly/jEMsVh>

The ability to send both power and data simultaneously for power control has been a staple of eCoupled's technology, and has been demonstrated in several devices. Now these same devices can also show near-field communications (NFC) and wireless power, proving the two need not be mutually exclusive. By combining NFC and wireless power transmission into one technology option, manufacturers can reduce costs and form factor, while providing consumers with the features they demand.

"To totally remove power cords from our lives, we need additional options and flexibility and freedom for wireless power solutions," said Dave Baarman, Director of Advanced Technologies at Fulton



Innovation. “The features we’ve been implementing – multi-range power, NFC, and spatial freedom – allow manufacturers increased freedom with designs and form factors. Consumers want the convenience that wirelessly powered devices provide, with more flexibility for where and how they can use them. We believe the ability to transfer both power and information, along with additional design options, enable the future of wireless power.”

Fulton has extended the range of its inductive coupling, and is demonstrating devices and surfaces that continue to efficiently power wirelessly at 1.5 inches while meeting regulatory and OEM requirements. This provides greater flexibility in all three dimensions, giving devices, power supplies and applications more spatial freedom.

Fulton has also made significant developments in the multi-range wireless power area that allows for devices such as laptops, and tools to be powered through surfaces such as glass, wood, and marble. Fulton’s wireless power technology for medium-powered devices is designed to meet the Wireless Power Consortium’s global standard, while maintaining a high efficiency. Fulton is a founding member of the WPC which has grown from 40 members in August 2010 to 83 members today, the latest being U-Way Corporation, Powermat Ltd, and Pantech Co. Ltd.

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#### **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.

Amway employs more than 14,000 people worldwide, including over 500 engineers and scientists. Amway 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).

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