



## FOR IMMEDIATE RELEASE

### FULTON INNOVATION BRINGING NEW WIRELESS POWER ADVANCES TO EUROPE'S MOBILE COMMUNITY DURING MOBILE WORLD CONGRESS 2011

**Catch a preview of Qi-compliant mobile phones and smart packaging that charges mobile phones while still on the store shelf, all without wires**

**BARCELONA, Spain — February 14, 2011** — Fulton Innovation ([www.fultoninnovation.com](http://www.fultoninnovation.com)), the creator and exclusive licensor of eCoupled™ intelligent wireless power announced that it will be attending the Pepcom MobileFocus Global event in Barcelona Spain on February 14, 2011 during Mobile World Congress. For the past several months, Fulton has been working with various partners to bring eCoupled-enabled mobile phones to market this year. These phones have wireless power capabilities integrated directly into the phone, without the need for adapters or external sleeves. This new development in wireless power integration is a result of Fulton Innovation's work with the Wireless Power Consortium in developing the Qi global standard for low power, which opens the door for mass commercialization of wireless power.

Fulton will also be showcasing the latest in wireless power integration in packaging by showing a mobile phone box that lights-up and flashes to attract a customer's attention once placed on an eCoupled-enabled store shelf. The wireless power circuit is printed directly on the box using conductive inks. The technology can also charge mobile phones wirelessly in their original packaging while sitting on the store shelf, without the need for power adapters. When a customer purchases a new mobile phone it will be fully charged and ready to use immediately, right out of the packaging.

Wireless power is about more than just charging the latest in mobile phones and other gadgets. As a leader in wireless power and a trusted partner in innovation, Fulton Innovation continues to work with partners across industries to redefine the ways consumers interact with everyday technology. With eCoupled, information and data can also be transmitted through the technology's unique design and flexibility to work on various surfaces, including glass, wood, and plastic. Fulton has the ability to charge everything from low power to high power technologies, such as the Tesla electric vehicle which it recently showcased at the annual Consumer Electronics Show (CES) in Las Vegas (<http://bit.ly/hQ3bXl>).

“We are excited to have the opportunity to share our latest developments in wireless power with Mobile World Congress and MobileFocus Global attendees in Barcelona,” said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. “These are exciting times for wireless power as we continue to work with partners to continually push the boundaries in the ways we can bring wireless power innovation to market. Our integration of eCoupled into mobile phones is an extension of our work with the WPC in making wireless power more accessible through the Qi standard.”

Fulton Innovation will be participating at Pepcom’s MobileFocus Global to be held at the Five-Star Rey Juan Carlos Hotel in Barcelona, Spain on February 14, 2011. Fulton will be available for media briefings at the Bambu room at B Hotel, directly across the street from Fira Barcelona where Mobile World Congress is being held.

### **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.

Amway employs more than 13,000 people worldwide, including over 500 engineers and scientists. Amway 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 [ecoupled.com](http://ecoupled.com).

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### **MEDIA CONTACT:**

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

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