



FOR IMMEDIATE RELEASE

FULTON INNOVATION PARTNERS WITH ELECTRI-CABLE ASSEMBLIES AND
LEGGETT & PLATT AT NEOCON TO SHOW A WIRELESS POWER BASE FOR THE
OFFICE ENVIRONMENT

**Conference Table Electrical Mount with eCoupled™ Wireless Power Option on Display in
Showroom Number 8-3122**

CHICAGO — June 13, 2011 — Fulton Innovation (www.fultoninnovation.com), the creator and exclusive licensor of eCoupled™ intelligent wireless power (www.ecoupled.com), and its partners, ECA and Leggett & Platt, will be exhibiting new applications of wireless power at NeoCon 2011 in Chicago on June 13-15, 2011 (Showroom numbers 8-3122 & 7-8048).

On display will be a conference table insert based on ECA's Villa™ electrical mount and Leggett & Platt's Helios™ charging base, featuring both a standard electrical plug alongside an integrated Qi-compliant wireless power pad. Consumers can charge any Qi-compliant device on the surface, such as recently announced phones from Samsung and LG, without the need for power cords. Additional Qi-certified Helios transmitters are available from Leggett & Platt so consumers can enjoy the convenience on wire-free charging in multiple locations.

"We're excited to be working with both ECA and Leggett & Platt at NeoCon to show the industry we can convert conventional surfaces into sleekly designed wireless power charging surfaces," said Dave Baarman, Director of Advanced Technologies at Fulton Innovation. "Our eCoupled technology is



foundation to the Qi global wireless power standard which means designers and manufacturers can be confident that the technology is supported by more than 83 companies in the Wireless Power Consortium.”

“Fulton’s eCoupled technology allows organizations such as ECA and L&P to easily, and affordably, implement the Qi standard. The technology also allows for advanced features such as integration with NFC, multi-range power transfer, and spatial freedom. Think of our technology as a foundation to build wireless power functionality into a broad range of devices,” said Mr. Baarman.

Fulton is a founding member of the WPC and a key technology contributor to the Qi wireless power standard for low-powered devices. The consortium has grown from 40 members in August 2010 to 83 members today, the latest being U-Way Corporation, Powermat Ltd, and Pantech Co. Ltd.

More information on ECA’s Villa and Leggett and Platt’s Helios can be found at www.electri-cable.com and www.leggettinnovation.com respectively.

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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.

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