



## **ECOUPLED™ WIRELESS POWER TECHNOLOGY FEATURED AT THE MUSEUM OF SCIENCE AND INDUSTRY, CHICAGO**

**eCoupled Technology to Power the Kitchen Counter in the *Smart Home: Green + Wired* Exhibit**

**ADA, MICH. – April 21, 2010** – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled™ intelligent wireless power, has partnered with the Museum of Science and Industry, Chicago (MSI) and WIRED magazine to feature eCoupled technology in the kitchen of the Museum's *Smart Home: Green + Wired* exhibit, open through January 9, 2011.

The *Smart Home* is a fully-functioning, eco-friendly home built on the Museum grounds. The exhibit is for anyone who wants to live a greener life and see how new technologies can make their home and life, simpler, smarter and more efficient while simultaneously being more in tune with the environment. eCoupled wireless power technology is integrated into the kitchen counter surface and demonstrates how a 800 watt kitchen blender and LED fan can be powered without the use of cords or plugs.

“We are thrilled to work with the Museum of Science and Industry and WIRED to showcase how eCoupled technology gives us the ability to eliminate the tangle of power cords in the kitchen,” said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. “Research has shown that consumers are expecting wireless power to be built directly into the kitchen environment creating a convenient, efficient, universal solution. Having eCoupled technology included in the exhibit demonstrates how Fulton Innovation and our partners are fulfilling the expectation of wireless power.”

Fulton is working with a wide range of industry-leading device and infrastructure companies to bring eCoupled wireless power to life in a number of different environments. Many of these partners, including Fulton as a founding member, are also members of the Wireless Power Consortium and are working toward a global wireless power standard. eCoupled technology is currently available on the market integrated into the Amway eSpring™ Water Purifier, the Dell™ Latitude™ Z laptop, the Energizer® Hard Case® Professional® LED Swivel Light, and the case-mate Hug for iPhone™ 3G/3GS.

### **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 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 purification devices for eight years, with over 1.5 million devices sold in over 38 countries worldwide to date.

Amway employs more than 13,000 people worldwide, including over 450 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).

### **About the Museum of Science and Industry, Chicago (MSI)**

The Museum of Science and Industry, Chicago (MSI) offers thousands of fun and interactive exhibits and one-of-a-kind, world-class experiences to inspire the inventive genius in everyone. Through its Center for the Advancement of Science Education, MSI also aspires to a larger vision: to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering. Come visit and find *your* inspiration! MSI is open every day except December 25, and regular hours are 9:30 to 4 p.m. Monday through Saturday and 11 a.m. to 4 p.m. on Sunday. *Smart Home: Green + Wired* is proudly sponsored by ComEd and Dominick's. To learn more and purchase tickets, visit [msichicago.org](http://msichicago.org).

### **About WIRED Magazine**

WIRED is the first word on how ideas and innovation are changing the world. Each month in the magazine and every day online, the editors deliver a glimpse into the future of business, culture, innovation and science. WIRED, published by Condé Nast has received three National Magazine Awards for general excellence (2005, 2007 and 2009) and was named Magazine of the Decade by Adweek (2009). In 2009, Wired.com was named Best Magazine Website by Adweek, Best News, Business & Finance Website by MPA Digital, and took home six Webby Awards. WIRED magazine and Wired.com reach more than 14 million readers a month.

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