



FOR IMMEDIATE RELEASE

FULTON INNOVATION TO HOST 2nd ANNUAL ECOUPLED INTELLIGENT WIRELESS POWER INTEROPERABILITY TECHNOLOGY SUMMIT

Leading Companies Meeting to Discuss Wireless Power Interoperability

Ada, Michigan – March 10, 2008 – Fulton Innovation (Fulton), which introduced eCoupled intelligent wireless power, has announced that it will be hosting the 2nd Annual Interoperability Technology Summit on March 13, 2008 at Altacor's World Headquarters in Ada, Michigan. The goal of the summit is to exchange ideas and conduct information downloads that will allow for wireless power interoperability for devices and infrastructures across brands and environments worldwide.

Fulton's newly expanded portfolio of low, medium and high power applications and its interoperable approach to engineering have created opportunities for current and potential partners to change the way consumers interact with power delivery. This is just one example of how eCoupled technology is on track to make everyday life easier, safer and more energy efficient for people around the world. Soon, the technology will make masses of charging cords obsolete in everything from cell phones and toys to power tools and kitchen appliances.

Fulton is currently working with over 100 industry-leading organizations across 26 major market segments.

How eCoupled Technology Works

eCoupled technology includes an inductively coupled power circuit that dynamically seeks resonance, allowing the primary supply circuit to adapt its operation to match the needs of the devices it supplies. It does so by communicating with each device individually in real time, which allows the technology to determine not only power needs, but also factors such as the age of a battery or device and its charging lifecycles, in order to supply the optimal amount of power to keep a device at peak efficiency.

eCoupled technology overcomes the limitations of spatial rigidity, static loads and unacceptable power losses. It intelligently adapts to multiple loads – from milliwatts to kilowatts – and spatial configurations. Additionally, eCoupled technology maximizes energy transfer efficiencies by as much as 98%, making this advanced technology comparable to hardwired connections in terms of energy costs.

eCoupled technology's smart approach provides one of the safest operating systems in the marketplace. Through its identification protocol, eCoupled technology has the ability to authenticate any eCoupled-enabled device within range. If a device or object is not recognized immediately, the primary coil will NOT turn on and supply power to the device, maintaining a safe environment.

About Fulton Innovation and eCoupled Technology

eCoupled technology is a revolutionary new development from Fulton Innovation, a division of Altacor Inc. Fulton Innovation is dedicated to commercializing new and innovative technologies that improve the way we live, work and play.

The engineers behind eCoupled technology have been developing and perfecting it for many years. The technology has been incorporated into Altacor's water purification devices for over six years, with over 1.5 million devices sold in over 36 countries worldwide to date.

Altacor Inc. employs more than 13,000 people worldwide, including over 450 engineers and scientists. Altacor has sales in excess of \$7 billion annually, and operates its world headquarters in Ada, Michigan with affiliates located in more than 80 countries and territories worldwide.



For more information, please visit fultoninnovation.com.

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