



FOR IMMEDIATE RELEASE

REVOLUTIONARY ECOUPLED™ WIRELESS POWER TECHNOLOGY AWARDED FEATURED SLOT AT GARTNER SYMPOSIUM/ITXPO 2007

Technology that Eliminates Power Cords Selected for Spotlight “Cool Vendor” Presentation at Renowned IT Conference

Chicago, IL – April 23, 2007 – Fulton Innovation, today announced that technology research firm Gartner has selected eCoupled Intelligent Wireless Power technology – which enables cordless charging of electronic devices – as a prestigious showcase “Cool Vendor” presenter at its 2007 Symposium/ITXpo.

eCoupled technology, brought to market by Michigan-based Fulton Innovation, makes it possible to power consumer electronics, toys, medical devices, household appliances and numerous other types of electronic devices without the traditional restraints of cords and ports. This means consumers will soon be able to eliminate bulky, annoying cords and cables that clutter the home and office, present a safety hazard and are easily forgotten or misplaced.

eCoupled officially debuted in January at the 2007 Consumer Electronics Show, highlighted by various demos that displayed the technology in action.

At the Gartner Symposium, David Baarman, Fulton Innovation’s Director of Advanced Technologies and lead inventor of eCoupled technology, will present the technology as part of a panel session on emerging trends. Baarman will describe how eCoupled technology works by leveraging inductive coupling, or the transfer of energy from one device to another through a shared electromagnetic field. While inductive coupling has existed for decades, a practical and effective application of the technology has not been commercially available prior to the launch of eCoupled technology.

Fulton Innovation Setting Standard in Wireless Power

eCoupled technology is unique in that it includes an intelligent feedback and control system, which communicates with individual devices in real time. This allows the technology to determine power needs and other factors such as the age of a battery or device and individual charging life cycles. It can then supply the optimal amount of power to keep a device at peak efficiency.

With a growing list of partner companies such as Motorola, Visteon and Herman Miller, Fulton Innovation expects the first products incorporating the eCoupled technology to launch by late 2008/early 2009. It is likely that the technology will be first used in adapters to make existing consumer electronics ready for wireless power as the technology is expected to be incorporated into cars and office furniture. Through this type of “ecosystem” of consumer products, devices can travel freely from home to auto to office, eliminating the need for cords and physical power connections.

eCoupled Technology Identified as Best in Emerging Trends

Gartner’s “Cool Vendors” reports identify emerging companies offering technologies that can make a significant impact in the marketplace. Gartner highlights innovative vendors, products and services – particularly those that are likely to have a notable influence on business. For the conference, Gartner chose 12 companies from its original list of 150 to present their innovative products.

“It’s an honor for us to be selected as one of the coolest new technologies by such a respected firm,” Baarman said. “Having the chance to present at the conference gives us an invaluable opportunity to let some of the most influential people in the field know the technology is no longer just wishful thinking.”



About 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 \$6 billion annually, and operates its world headquarters out of Ada, Michigan with affiliates located in more than 80 countries and territories worldwide.

For more information, please visit ecoupled.com.

About Gartner Symposium/ITxpo

Gartner Symposium/ITxpo is the IT industry's largest and most strategic conference, providing business leaders with a look at the future of IT. For more than 10,000 IT professionals from the world's leading enterprises, Gartner's annual Symposium/ITxpo events are key components of their annual planning efforts. Attendees rely on Gartner Symposium/ITxpo to gain insight into how their organizations can use technology to address business challenges and improve operational efficiency.

For more information, please visit gartner.com/us/symposiumwest.com.

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