



# FOR IMMEDIATE RELEASE

## FULTON INNOVATION TO SHOWCASE ECOUPLED WIRELESS TECHNOLOGY AT NEOCON 2010

### **Versatility and Capabilities of eCoupled To Be On Display in Devices, Surfaces and Environments**

CHICAGO. – June 14, 2010 – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled™ intelligent wireless power ([www.ecoupled.com](http://www.ecoupled.com)), today announced that it will be exhibiting eCoupled technology at NeoCon 2010 in Chicago on June 14-16, 2010.

Fulton Innovation and partners Herman Miller, KI, and Leggett & Platt are joining together to showcase the various uses of eCoupled technology in devices, surfaces, and environments. Consumers who have been frustrated by too many incompatible wires, cords and chargers will be able to see the unique capabilities and convenience of a single universal solution for charging devices wirelessly. eCoupled-enabled low and medium powered devices on display will include Samsung Smart Phones, the Amazon Kindle, LED lights and Dell laptops.

In addition to devices, Fulton Innovation and its partners will display surfaces and environments embedded with eCoupled wireless power functionality. Education, Office, and Lounge environments will include some of the latest designs incorporating eCoupled technology including: university seating, couches, desks, benches, chairs, and benches. Fulton partners on display will include Herman Miller, KI, Leggett & Platt Office Furniture Group. Leggett & Platt partners with surfaces and environments include: Herman Miller, Joel Berman Glass Studios, KI, National Office Furniture, and SurfaceWorks.

“We are excited to exhibit eCoupled technology with our various partners at NeoCon,” said Dave Baarman, Director of Advanced Technologies at Fulton Innovation. “eCoupled technology’s versatility makes it easy for manufacturers and designers to incorporate in their products and provide consumers with wireless power capabilities in the home, in the office, at school, and almost anywhere.”

“Fulton’s eCoupled technology is innovating the way we interact with devices and within our environments,” said Dave Dupon, VP Sales and Marketing at Leggett & Platt. “We are pleased to showcase the various ways we and our partners are incorporating eCoupled into our designs to take advantage of the flexibility and versatility of such an innovative technology.”

Fulton Innovation continues to develop its eCoupled technology to be used by electronics manufacturers as well as designers in various industries to create truly wireless environments. As a founding member of the Wireless Power Consortium, Fulton is actively involved in creating the global standard for interoperability in wireless charging.



## **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 [fultoninnovation.com](http://fultoninnovation.com) or [ecoupled.com](http://ecoupled.com).

### **Media Contacts:**

**Steketee Greiner & Company**

**David Greiner**

T: +1 616 218 5772

E: [ecmedia@sgandco.com](mailto:ecmedia@sgandco.com)

