Technology Allows you to Wirelessly Charge an Electric Vehicle and Heat Instant Soup at the Same Time

LAS VEGAS -- (BUSINESS WIRE) -- Fulton Innovation continues to move the wireless power industry forward by demonstrating new applications of wireless power at the 2011 International Consumer Electronics Show (CES) at the Las Vegas Convention Center, January 6-9, 2011. In the past year, Fulton has been working with partners in various industries to bring eCoupled technology to market and move beyond charging low-powered devices without cables. At its booth, Fulton will be providing a glimpse into the future of wireless charging capabilities with more than 20 demonstrations of wireless power integration in various industries, including automotive, consumer electronics, home interiors, packaging, and point-of-sale.

Fulton is using an electric vehicle to showcase eCoupled's advanced wireless charging capabilities for large and high-powered devices. The car will be charged without wires, simply by parking the car over an eCoupled-enabled pad on the ground. An accompanying iPhone application monitors the progress of the vehicle's charging, and can also provide parking garage and fleet operators with a convenient way of monitoring and price-charging vehicles using their charge locations.

Having played a significant role – as a member of the Wireless Power Consortium (WPC) – in the development of the Qi global low-power standard for wireless power, Fulton continues to push the boundaries of wireless power with some surprising, all new applications of eCoupled technology. The company will be demonstrating how the technology is advanced enough to be printed directly into consumer packaging. A soup container will be shown that can heat up while still in its packaging, without the need for a stovetop or microwave.

Just by pulling a tab and placing the container on an eCoupled-enabled countertop, the contents will heat to a low, medium or high temperature, depending on the user's preference. This new application of eCoupled technology demonstrates not only the intelligence of the technology but also that wireless power need not be expensive.

Also on display will be an eCoupled-integrated cereal box to show how consumers will soon be able to monitor their kitchen inventory wirelessly. Nutritional information, quantities, expiration dates, and other information can be managed and monitored wirelessly through a PC or mobile device. Consumers will benefit from being able to better manage what and how they consume on a daily basis while also making informed decisions about those products.

More secure than RFID and with better standards, eCoupled technology can provide a wide range of packaging solutions for manufacturers and distributors looking to

enhance the consumer experience.

"We are glad to be back at CES this year to unveil more unique and exciting applications of eCoupled technology that will help simplify consumers' interaction with the products they use," said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. "Our involvement with the WPC in the development of the Qi wireless power standard, along with our many partners, is helping us advance and develop new uses of wireless power technology without boundaries."

Fulton Innovation will have many more wireless power demonstrations and applications on the show floor, which is located at CES booth #9444 in the Central Hall of the Las Vegas Convention Center.

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