



## FOR IMMEDIATE RELEASE

### FULTON INNOVATION CELEBRATES A DECADE OF WIRELESS POWER INNOVATION

Ada, Michigan – June 26, 2007 – Since the official debut of eCoupled™ Intelligent Wireless Power technology in January at the 2007 Consumer Electronics Show, Fulton Innovation has continued to expand opportunities for its technology in a wide range of applications. Fulton Innovation continues to advance wireless power innovation and is bringing eCoupled technology to the world as the most effective, complete wireless power solution.

eCoupled technology makes it possible to power devices without the traditional restraints of cords and ports. The technology leverages inductive coupling, or the transfer of energy from one device to another, through a shared electromagnetic field. eCoupled technology will allow consumers to eliminate bulky, annoying cords and cables that clutter the home and office, present a safety hazard and are easily forgotten or misplaced.

#### **Multiple Patents Secure eCoupled as The Premier Wireless Power Technology**

Since 2000, the engineers behind eCoupled technology have been steadily developing intellectual property that allows Fulton Innovation's partners to apply wireless power technology to a wide range of electronic devices in varying environments.

Twenty new patents have been granted in 2007, and with these recent additions, there are now over 300 patents granted, published or pending for eCoupled technology worldwide.

Recent additions to the growing list of patents expand the company's application of eCoupled technology to a variety of uses, including an inductive charging rack for items such as tools and appliances, lighting, vehicle interfaces and heating systems. eCoupled technology can be applied in any device that requires power.

"Our goal is to provide wireless power solutions across multiple industries, revolutionizing all aspects of everyday life," said David Baarman, Director of Advanced Technologies for Fulton Innovation and lead inventor of eCoupled technology. "We can deliver technology that makes life easier in all environments – from the office to the kitchen to the car and beyond."

For a complete list of patents, please visit [ecoupled.com](http://ecoupled.com).

#### **eCoupled Technology Stands Out as Leader in Wireless Power**

eCoupled is a proven, mature technology. Development of eCoupled technology began over 10 years ago and has been on the market for over six years in Altacor's eSpring™ water purification systems, available in over 36 countries worldwide.

eCoupled technology provides power from milliwatts to kilowatts and has been designed to deliver power efficiently. Prototype designs have delivered 1,500 watts of power wirelessly at greater than 98.6 percent efficiency.

The technology is as safe as it is efficient. It eliminates all physical connectors, enabling devices to be sealed from the environment and virtually eliminating the risk of shock. The technology has been certified safe by regulatory organizations around the world.

eCoupled technology is a unique solution in the wireless power arena in that it:

- Optimizes power transfer through intelligent adaptive inductive coupling.
- 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 lifecycles to supply the optimal amount of power to keep a device powering at peak efficiency.
- Adapts and responds to power needs in the device being powered or charged.



- Adapts and enables positional flexibility.
- Overcomes historic limitations of inductive coupling by using resonance-seeking circuitry that dynamically seeks and optimizes power transfer under multiple, varying load conditions and spatial configurations.
- Includes identification and profiling circuitry that knows when and when not to power a device. Energy is not wasted when there is no device present that requires power.
- Provides data communications at rates of up to 1.1 Mbps though the same primary and secondary coils used to provide power.

Since introducing its unique eCoupled™ technology, Fulton Innovation has been honored as a “Cool Vendor” by leading technology research firm Gartner whose reports identify emerging companies offering technologies that can make a significant impact in the marketplace.

For its April 2007 Symposium/ITxpo, Gartner chose Fulton Innovation as one of 12 companies from its original list of 150 “Cool Vendors” to showcase their products in select presentations.

### **Fulton Innovation Works with Leaders in a Wide Range of Industries to Commercialize eCoupled Technology**

Since the January 2007 debut of eCoupled, Fulton Innovation has attracted the attention of an extensive list of industry leaders, expanding the possibilities for applications. Fulton Innovation is continuing to work jointly with Visteon, Motorola, Herman Miller and other industry leaders to commercialize wireless power solutions.

By working with partners in a wide range of industries, Fulton Innovation is focused on revolutionizing:

- Consumer electronics • Automotive electronics • Home appliances
- Medical devices • Toys • Lighting • Batteries • Power tools

“There was a great response from companies who viewed eCoupled technology at CES. This has opened up many valuable licensing opportunities for Fulton Innovation,” Baarman said. “We are very excited to work with these companies and to have the opportunity to revolutionize so many industries.”

### **About eCoupled Technology**

eCoupled technology is a revolutionary new development from Fulton Innovation, a division of Alticor 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 Alticor’s water purification devices for over six years, with over 1.5 million devices sold in over 36 countries worldwide to date.

Alticor Inc. employs more than 13,000 people worldwide, including over 450 engineers and scientists. Alticor 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](http://ecoupled.com).

**MEDIA CONTACT:**  
**MWW Communications**  
Angelica Quinonez  
415.395.5916  
e-mail: [ecoupled@mww.com](mailto:ecoupled@mww.com)

**LICENSING INFORMATION:**  
**Fulton Innovation**  
Tom Nemcek  
800.926.9291  
e-mail: [tom.nemcek@fultoninnovation.com](mailto:tom.nemcek@fultoninnovation.com)