Qualcomm & Duracell to Bring Benefits of Wireless Power to Consumer Electronics Market

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Qualcomm Inc. and **Duracell** announced the signing of a non-binding Letter of Intent (LOI) to explore the possibility of working together to develop an industry alliance that supports and promotes flexible coupling-based wireless power solutions to the consumer electronics industry. Qualcomm and Duracell hope to pave the way for broad OEM and consumer adoption of a new wireless power technology and to advance an industry standard. Qualcomm and Duracell believe that flexible, coupling-based wireless power solutions deliver a new level of consumer ease of use to wireless charging.

"Touching and improving lives is at the heart of P&G's company vision. Similarly, Duracell is an innovator in the personal power space to enable consumers to live their lives unconstrained. Making power available to consumers wirelessly will be the perfect fit to enhance the mobile lifestyles we lead today and will enable countless future innovations," said Stassi Anastassov, Duracell President. "If you think about the revolution that wireless data transmission has brought in recent years, we think we are on the threshold of similar innovations that can make power available just as easily as the WiFi connections that are so familiar today. We are delighted to be exploring the possibilities of wireless charging with Qualcomm, an innovation leader in the mobile technologies people are using to connect."

SOURCE [1]

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