



Powermat Overview / 2010 Preliminary Plans

January 29, 2010



The Powermat System

Powermat is a 2 part system: a mat and a receiver. Consumers pair receivers to their favorite devices and then simply *Drop & Charge*.





Lose the Cords

With Revolutionary Powermat Wireless Charging

Simple & Convenient

Just plug your Powermat in once and then drop and charge.

- It's simple to use so your devices stay charged and you skip the constant hassle of plugging and unplugging as well as the angst of running on empty.
- A clutter-free solution that eliminates the tangle of wires and helps keep devices organized in a common location.

Fast & Smart

Simply place an enabled device on the Powermat surface and power is wirelessly transferred quickly and efficiently.

- Magnetic induction, supercharged by Powermat proprietary technology, has the speed and intelligence consumers expect.
- Powermat senses when your device is fully charged and stops sending power so that it not only saves energy, but also protects the device from overcharging.

Mats



Home & Office



\$99.99

Features:

- Charge up to 3 devices simultaneously
- Includes Powercube Universal Receiver – charges 100's of items right out of the box

Portable



\$99.99

Features:

- Charge up to 3 devices simultaneously
- Includes Powercube Universal Receiver – charges 100's of items right out of the box
- Folds down for easy travel
- Compact carry case

Receivers



Powercube Universal Receiver



\$29.99 (as separate Receiver)

- Works with over 1,000 devices
- Ideal accessory for a mat – charges all of the “stuff” around the house
- One Powercube can eliminate that drawerful of chargers

Included Tips:

- Mini USB
- Micro USB
- Apple
- Samsung
- LG
- Sony PSP & eReader
- Nintendo DSi
- Nintendo DS lite

Works with:

- Phones & PDA's
- Bluetooth Headsets
- eBooks
- iPods & MP3 Players
- Handheld Games
- Portable GPS units
- Kodak digital cameras
- And more...

Receivers



Cases



iPhone 3G
iPod Touch (2nd gen)
\$39.99

Battery Doors



Blackberry Tour
Blackberry Bold 9000
Blackberry Curve 8300 Series
Blackberry Curve 8900 Series
Blackberry Pearl 8110+ Series
\$29.99

Dock for iPhone & iPod



All docking iPods & iPhones
\$39.99

Nintendo Backs



Nintendo DSi and DS Lite
\$29.99

2010 Product Introductions



Receivers

Soft Case for Apple iPhone 3G / 3GS

- Consumer requested soft case solution
- Slimmer, no medallion version vs. current hard case



- April availability
- \$39.99 retail



Receivers

Soft Case for Apple iPhone 3G / 3GS

- Consumer requested soft case solution
- Slimmer, no medallion version vs. current hard case



- April availability
- \$39.99 retail

Receivers



Case with Extended Life Battery for iPhone 3G / 3GS

- Dual convenience of wireless charging and extra battery capacity



- June 2010 availability
- \$79.99 retail

33

Receivers



Case with Extended Life Battery for iPhone 3G / 3GS

- Dual convenience of wireless charging and extra battery capacity



- June 2010 availability
- \$79.99 retail

33



Powermat 1X Prepack Bundles

Powermat 1X & Powerpak

Wireless Charging Upgrade for Leading Phone Models



- June availability
- \$69.99 retail

Mats



Powermat 2X

- 2 position mat
- Same design language as Powermat 1X
- Also ideal for secondary charging locations



- March availability
- \$59.99 retail
- \$79.99 with Powercube 36

Mats



Powermat 3X

- 3 position mat
- Update to wildly popular Home & Office Mat



- April availability
- \$79.99 retail
- \$99.99 with Powercube 37

Mats



Powermat Portable 2X

- Integrated battery allows for up power when there's no outlet in a sight



- Includes mat, travel case & power supply
- Q3 2010 availability
- \$99.99 retail

38



Auto Solution

Car Charger

- Works with all phones with Powermat Receivers



- Q3 availability
- \$59.99 retail

Mats



Powermat Netbook 3X

- 1 netbook position. 2 low power positions
- Supports top netbook brands – Acer, HP, Asus, Dell, Lenovo, Samsung,



- Includes mat, netbook Powercube & 6 tips, travel case & power supply
- Q4 availability
- \$149.99 retail

40



Leading the Wireless Charging Revolution