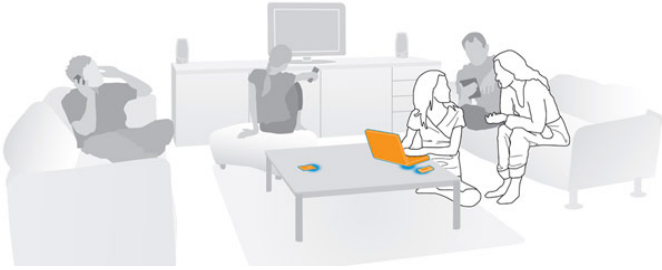


A New Standard for Wireless Power

Written by Marco Attard
08. 05. 2012

Look out Wireless Power Consortium, a wireless power alternative is in town-- the Alliance for Wireless Power (or A4WP), a new industry consortium announced at CTIA Wireless 2012.



A number of major vendors form A4WP, including Samsung, Qualcomm, Powermat, SK Telecom, Ever Win Industries, Gill Industries and Peiker Acustic. Their aim? Nothing less than "an industry-wide wireless power standard" allowing "spatial freedom" between device and power source.

Currently the Qi inductive-charging standard from WPC transmits up to 5W of power from distances of 40mm.

The only technology details A4WP provides mention how the system will include a transmitter and receiver antenna design, a wireless power control system and the transfer of power through non-metallic surfaces.

A4WP is also looking for partnership opportunities with vendors from applicable segments.

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