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Wireless Phone Chargers: Market Shares, Strategies, and Forecasts, Worldwide, 2013-2019

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Abstracts

Growth of phoen wireless charger markets comes as a result of the rapid adoption of smart phones that pushes the user base to 8 billion people by 2019. While wireless phone charging now is considered a perquisite for a high end device, it is soon expected to become a necessary feature. Inductive wireless charging does not use as much grid electricity to achieve device charging. Electricity is generated in a coil. Inductive charging means the primary coil in the charger induces a current in the secondary coil in the device being charged

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Contents

TABLE OF CONTENTS

1. WIRELESS PHONE CHARGERS MARKET DEFINITION AND MARKET DYNAMICS

1.1 Smart Phone Global Markets
1.1.1 Smart Phone Company Operations And Performance
1.1.2 Business and Technology Trends
1.1.3 Cloud Computing And Virtualization
1.1.4 Enterprise Mobility
1.2 Mobile Device Combines Functions
1.2.1 Mobile Devices: Feature Phones And Smartphones
1.3 Wireless Communications Industry
1.4 Wireless Phone Charging
1.5 Wireless Phone Charger Health Implications

Wireless Phone Chargers Market Shares and Market Forecasts

This section selectively describes market shares, forecasts, segments, and regional revenue. Numbers are the result of primary research in all cases. Selected companies are described from an independent analyst perspective with a thumbnail sketch or analysis of their market numbers or commentary on their strengths and weaknesses. Some of the analysis is focused on looking at the topic segment by segment, including company descriptive analyses by segment and subsegment.

2. WIRELESS PHONE CHARGERS MARKET SHARES AND MARKET FORECASTS

2.1 Wireless Phone Charging Market Driving Forces
2.1.1 Inductive Charging
2.1.2 Wireless Charging Benefits
2.2 Wireless Charging Market Shares
2.2.1 Samsung
2.2.2 Samsung Wireless Charging Pad
2.2.3 Samsung Wireless Charging Ease of Use
2.2.4 Apple Corporate Lack of Wireless Charger
2.2.5 Powermat Wireless Charging System for the BlackBerry Torch 9800 and 9810
2.2.6 LG WCP-300 Wireless Charging Pad

2.2.7 Google / LG Nexus 4 Wireless Charger
2.2.8 Nokia Wireless Charging
2.2.9 Wireless Charging Phone Vendor Initiatives
2.3 Wireless Charging Market Forecasts
2.3.1 Wireless Charger for Smart Phones Shipment Analysis, Dollars and Units, Worldwide, 2013-2019
2.3.2 High End Smart Phone Installed Base and Wireless Charger Penetration Analysis
2.3.3 Wireless Charging Standards
2.3.4 Qi-Enabled Car Console Toyota
2.3.5 Wireless Charger Shipments by Industry Standard
2.3.6 Wireless Charging Competing Standards
2.3.7 Three Standards: Qi, PMA (Power Matter Alliance) Powermat, and A4WP (Alliance for Wireless Power)
2.3.8 Wireless Charging Compatibility
2.3.9 Wireless Charging Standard
2.4 Smart Phone Market Forecasts
2.4.1 Smart Phone Installed Base Analysis
2.5 Wireless Charging Energy Consumption ROI
2.6 Wireless Charger Prices
2.6.1 T-Mobile
2.6.2 TI
2.6.3 Nokia DT-900 Wireless Charging Plate - Retail Packaging - Black
2.6.4 Nokia DT-900 Wireless Charging Plate - Retail Packaging - Black
2.6.5 Nokia DT-900 Wireless Charging Plate for Lumia 820/920 - Black
2.6.6 Nokia DT-900 Wireless Charging Plate - Retail Packaging - White
2.6.7 Nokia DT-900 Wireless Charging Plate - Retail Packaging - Red
2.6.8 Nokia DT910 Wireless Charging Stand - Retail Packaging - Black
2.6.9 GMYLE (TM) White Wireless Charging Pad Mat Qi Standard Charger for Nokia Lumia 920 , Lumia 820, Google Nexus 4...
2.6.10 Nokia DT-901 Wireless Charging Pillow by Fatboy – Retail Packaging - Black
2.6.11 Nokia DT-901 Wireless Charging Pillow by Fatboy DT901 - Retail Packaging - Red
2.6.12 Nokia DT-900 Wireless Charging Plate - Retail Packaging - Cyan
2.6.13 LG WCP-700 Portable Power Mat Home and Office Charging Pad
2.6.14 Enercell - Wireless Charging Pad - Wild Charge Technology
2.6.15 OEM BRC-550 Wireless Charging Battery Door for HTC roid Incredible 2 - Black
2.6.16 Texas Instruments TI’s Advanced Receiver And Transmitter Integrated Circuits

2.6.17 Intel
2.6.18 Energizer Qi Inductive Charging Sleeve for iPhone 3G and 3GS
2.6.19 Duracell Powermat PowerSnap Kit, Backup Power and Wireless Charging for iPhone 5, Black
2.6.20 Energizer Qi-Enabled 3 Position Inductive Charger (Black)
2.6.21 Samsung Galaxy S3 S i9300 QI Standard Wireless Charger Charging Receiver Tag -White
2.6.22 Shenit Qi Standard Wireless Charger Power Mat Charging Pad for Google Nexus 4/Nokia Lumia 920 820 / HTC Droid...
2.6.23 Powermat One Position Charging Mat with Motorola DROID X Receiver
2.6.24 Metrans Qi Wireless Charger Wireless Charging Receiver For Samsung Galaxy S4
2.6.25 Duracell Powermat M1PB1 1x PowerMat for 1 Device – Retail Packaging - Black
2.6.26 Nokia DT-900 Wireless Charging Plate for Lumia 820/920 – White
2.6.27 Samsung Note2 Note N7100 QI Standard Wireless Charger Charging Receiver Tag
2.6.28 Nokia Lumia 928, White (Verizon Wireless)
2.6.29 Duracell Powermat 24-Hour Power System for Samsung Galaxy S III - Retail Packaging - White
2.6.30 GMYLE New Generation Black Wireless Charging Pad Mat Qi Standard High Efficiency Charger with 1000mA Current output...
2.6.31 Shop for HTC wireless charging on Google
2.6.32 shop For Blackberry Wireless Charger On Google
2.6.33 Powermat Wireless Charging System for the BlackBerry Torch 9800 and 9810
2.6.34 iPhone 4iPhone 4
2.7 Wireless Charging Regional Segments

Wireless Phone Chargers Product Description

This section describes selected companies and selected products. Products for this market segment are described with attention to the most significant aspect of features and functions in this category of product. The juxtaposition of a range of different product descriptions from a single market category provides a really good way to access market directions and achieve market competitive analysis. This section is useful because it compliments other views of innovation, providing a clear presentation of all the alternatives for positioning products in this market. Company products are described in the appropriate sections, meaning a company is mentioned several times in the chapter in different places.

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3. WIRELESS PHONE AND ELECTRONICS CHARGERS PRODUCT DESCRIPTION

3.1 Samsung Wireless Charging Pad
3.1.1 Samsung Wireless Charging Ease of Use
3.2 LG WCP-300 Wireless Charging Pad
3.2.1 LG WCP-700 Wireless Charging Pad
3.3 Google / LG Nexus 4 Wireless Charger
3.4 HTC
3.5 Apple
3.5.1 Apple Single Magnet
3.6 Nokia Wireless Charging
3.6.1 Nokia Wireless Charging Plate
3.6.2 Nokia Wireless Charging Pillow by Fatboy
3.6.3 Nokia Wireless Charging Shell for Lumia 820
3.6.4 JBL PowerUp Wireless Charging Speaker for Nokia
3.7 Blackberry
3.8 Powermat
3.9 Qualcomm Wireless Charging
3.9.1 Qualcomm® WiPower™ Technology
3.10 Convenient Power Qi Slim Pad
3.10.1 Convenient Power Qi In-Car Charging Solution
3.10.2 Convenient Power Qi Tilted Pad
3.10.3 Convenient Power Qi Pad Dual
3.10.4 Convenient Power Qi Pad Single
3.10.5 Convenient Power Qi Wireless Charging for iPhone 4/4S
3.11 Shineworld Innovations Wireless Charger
3.11.1 Shineworld Innovations Wireless Universal Phone Battery Charger
3.12 Shenzhen Koeok Electronic Technology Wireless QI Charger
3.13 Rexpower Industrial Development Wireless Charger
3.14 JLW Communication Equipment
3.15 Good & Easy Technology Wireless Chargers
3.16 MC Power Technology 4000mAh Wireless Charger
3.17 MAPTech Co. Wireless Charging Receiver
3.18 Joytech Electronics Wireless Charging Pad Transmitter for iPhone
3.18.1 Joytech Electronics Wireless Charging JT-WT208
3.18.2 Joytech Electronics Wireless Charger for iPhone4/4S
3.19 Energizer Power & Play® Wireless Charging System for Wii™
3.19.1 Energizer® Dual Inductive Charger

3.19.2 Energizer® Qi Inductive Sleeve for iPhone®
3.19.3 Energizer® Single Inductive Charger
3.19.4 Energizer® Qi Inductive Door for BlackBerry® Curve™ 8900
3.20 P&G/Duracell Powermat
3.20.1 Duracell PowerSnap™ Kit - Backup Power and Wireless Charging For iPhone 5
3.20.2 Duracell TravelMat™ - Wireless Charging Mat
3.20.3 Duracell AccessCase™ - Wireless Charging Case For iPhone 5
3.20.4 Duracell SnapBattery - Backup Power For iPhone 5
3.20.5 Duracell Wireless Case For iPhone® 4/4S
3.20.6 Duracell Wireless Charging Case For Samsung Galaxy S® III
3.21 Braun
3.22 Texas Instruments
3.23 Wireless Power Consortium

Wireless Phone Chargers Technology

4. WIRELESS PHONE CHARGER TECHNOLOGY

4.1 Short Distance Power Transmission
4.1.1 Inductive Charging
4.1.2 Inductive Charging Benefits
4.2 Wireless Charging Standards Bodies
4.2.1 Wireless Charger Qi Standard
4.2.2 Wireless Power Consortium Qi Standard
4.2.3 Qi and the Wireless Power Consortium
4.2.4 Qi and the Wireless Power Consortium
4.2.5 Qi Authorized Test Labs ?
4.3 Alliance for Wireless Power (A4WP).
4.3.1 Spatial Freedom Product Design Issues
4.4 Power Matters Alliance
4.5 Operating Frequency Selection for Loosely Coupled Wireless Power Transfer Systems: RF Emissions and RF Exposure Requirements
4.5.1 Wireless Power Transfer (WPT) Systems
4.5.2 CISPR 11 Radiation Emissions Limits

Wireless Phone Chargers Company Profiles

This section selectively describes company strategies, partners, acquisitions, and revenue by segment and regional revenue when available. Companies are described by

looking at what is most interesting about that company. The descriptions collectively give a sense of market directions within the industry segment. The alphabetical listing of company thumbnail sketches provides an accessible way to find out what is going on in any particular company.

5. WIRELESS CHARGERS COMPANY DESCRIPTION

5.1 Alliance for Wireless Power
5.2 Apple
  5.2.1 Apple Business Strategy
  5.2.2 Apple Products
  5.2.3 Apple iPhone
  5.2.4 Apple Mac Hardware Products
  5.2.5 Apple iPod
  5.2.6 Apple iTunes®
  5.2.7 Apple Mac App Store
  5.2.8 Apple iCloud
  5.2.9 Apple Software Products and Computer Technologies
  5.2.10 Apple Operating System Software iOS
  5.2.11 Apple Mac OS X
  5.2.12 Apple TV
  5.2.13 Apple Third-Largest Mobile Phone Maker
  5.2.14 Apple Regional Segment Operating Performance
  5.2.15 Apple Americas
  5.2.16 Apple Europe
  5.2.17 Apple Japan
  5.2.18 Apple Asia-Pacific
  5.2.19 Apple Retail
  5.2.20 Apple Revenue
  5.2.21 Apple Net Sales
  5.2.22 Apple iPhone Shipments
  5.2.23 Apple iPad Shipments
5.3 AudioDev
  5.3.1 AudioDev Reference Test Tool for FOD (Foreign Object Detection)
5.4 Consumer Electronics Association
5.5 Convenient Power
5.6 Energizer
  5.6.1 Energizer 160 Countries
  5.6.2 Energizer Business

5.6.3 Energizer Industry Participation
5.6.4 Energizer Revenue
5.7 Good & Easy Technology
5.8 Google
5.8.1 Google 2012 Corporate Highlights
5.8.2 Google Search
5.8.3 Google Revenue
5.8.4 Google Second Quarter 2013 Results
5.8.5 Google Revenues by Segment and Geography
5.8.6 Google / Motorola Headcount
5.8.7 Google / Motorola
5.9 HLC Electronics
5.9.1 HLC Electronics Utilizing Advanced Testing Equipment
5.10 HTC
5.11 Integrated Device Technology
5.11.1 Integrated Device Technology Business
5.11.2 Integrated Device Technology Revenue
5.11.3 Integrated Device Technology Communications Segment
5.11.4 Integrated Device Technology Communication Timing Products:
5.11.5 Integrated Device Technology Serial RapidIO Solutions
5.11.6 Integrated Device Technology Revenue
5.12 Intel
5.12.1 Intel joins A4WP Wireless Charging Group
5.12.2 Intel Company Strategy
5.12.3 Intel Architecture and Platforms
5.12.4 Intel Business Organization
5.12.5 Intel Product Set
5.12.6 Intel / McAfee
5.12.7 Intel Phone Components
5.12.8 Intel Non-Volatile Memory Solutions
5.12.9 Intel Revenue by Major Operating Segment
5.12.10 Intel Percentage of Revenue by Major Operating Segment
5.13 iPDA - Newlift Technologies
5.13.1 iPDA - Newlift Technologies Apple MFi CM Licensee
5.14 JLW Communication Equipment
5.14.1 JLW Communication Equipment Strict Quality Control and Service
5.15 LG
5.15.1 LG Core Capabilities
5.15.2 LG Growth Strategies

5.15.3 LG Revenue by Segment
5.16 MAPTech Co.
5.16.1 MAPTech Releases An Average Of Four New Products Yearly
5.17 MC Power Technology
5.18 Nokia
5.18.1 Nokia Has Strategic Partnership With Microsoft
5.18.2 Nokia Revenue
5.19 Procter & Gamble
5.19.1 Procter & Gamble / Duracell
5.19.2 Procter & Gamble / Duracell® Quantum
5.19.3 P&G/Duracell/Powermat
5.19.4 P&G / Braun
5.19.5 P&G Brands
5.19.6 Procter & Gamble Innovation
5.19.7 Procter & Gamble Brands
5.19.8 Procter & Gamble Go-to-Market
5.19.9 Procter & Gamble Scale
5.19.10 P&G Strategy
5.19.11 Procter & Gamble Improving Productivity and Creating a Cost Savings Culture
5.19.12 Procter & Gamble Strengthening Upstream Innovation Program and Pipeline
5.19.13 P&G Revenue
5.20 PowerbyProxi:
5.20.1 PowerbyProxi Efficient Use Of Energy
5.20.2 PowerbyProxi Technology
5.20.3 PowerbyProxi Wireless Standards
5.21 Power Matters Alliance
5.22 Qualcomm
5.22.1 Qualcomm Business
5.22.2 QMC Offers Comprehensive Chipset Solutions
5.22.3 Qualcomm Government Technologies
5.22.4 Qualcomm Internet Services
5.22.5 Qualcomm Ventures
5.22.6 Qualcomm Revenue
5.22.7 Qualcomm / WiPower
5.23 Rexpower Industrial Development
5.23.1 Rexpower 3,000 Models
5.23.2 Rexpower 5 Million Batteries Rolled Out Monthly
5.24 Samsung
5.24.1 Samsung Revenue

5.25 Shenzhen Koeok Electronic Technology
5.25.1 Shenzhen Koeok Electronic Technology Strict QC Processes in Accordance with ISO Guidelines
5.26 Shineworld Innovations
5.26.1 Shineworld Innovations Factories
5.26.2 Shineworld Innovations Supported by Reliable and Skillful Workers
5.27 Texas Instruments
5.27.1 Texas Instruments Product Information
5.27.2 Texas Instruments Revenue
5.27.3 TI Transforms Mobile Charging
5.28 Toyota
5.29 Visteon
5.30 Wireless Power Consortium
5.30.1 The Qi Interface Inspires Innovation
5.30.2 Wireless Power Consortium

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List Of Tables

LIST OF TABLES AND FIGURES

Wireless Phone Chargers Executive Summary

Table ES-1 Wireless Phone Charging Market Driving Forces
Figure ES-2 Wireless Phone Charging Market Shares, Dollars, Worldwide, 2012
Figure ES-3 Smart Phone Wireless Charger, Market Forecasts Dollars, Worldwide, 2013-2019

Wireless Phone Chargers Market Description and Market Dynamics

Figure 1-1 Wireless Phone Charging Spans Nine Orders of Magnitude
Figure 1-2 Wireless Phone Power Charger Multi Device Architecture
Figure 1-3 Wireless Phone Power Charger Receiving Unit and Transmitting Unit System Reference Model
Figure 1-4 Wireless Charging Provides Ubiquitous Power
Figure 1-5 Smart Devices Can Discover Wireless Power Transmitters

Wireless Phone Chargers Market Shares and Market Forecasts

Table 2-1 Wireless Phone Charging Market Driving Forces
Figure 2-2 Wireless Phone Charging Market Shares, Dollars, Worldwide, 2012
Table 2-3 Wireless Phone Charging Market Shares, Dollars, Worldwide, 2012
Figure 2-4 Samsung Wireless Charging Pad
Figure 2-5 LG WCP-300 Wireless Charging Pad
Figure 2-6 Google Nexus 4 Wireless Charger
Table 2-7 Wireless Charging Phone Vendor Initiatives
Figure 2-8 Smart Phone Wireless Charger, Market Forecasts Dollars, Worldwide, 2013-2019
Table 2-9 Wireless Charger for Smart Phones Shipment Analysis, Dollars and Units, Worldwide, 2013-2019
Table 2-10 Wireless Charger for Smart Phones Shipment Analysis, Dollars and Units, Worldwide, 2013-2019
Table 2-11 High End Smart Phone Installed Base and Wireless Charger Shipment Analysis, Units, Worldwide, 2013-2019
Table 2-12 High End Smart Phone Installed Base and Wireless Charger Penetration Analysis, Units, Worldwide, 2013-2019

Table 2-13 Wireless Charger for Smart Phones Shipment Standards Analysis, Dollars, Worldwide, 2013-2019
Table 2-14 Wireless Charger for Smart Phones Shipment Standards Analysis, Percent, Worldwide, 2013-2019
Figure 2-15 Smart Phone Handset Market Forecasts, Dollars, Worldwide, 2012-2018
Figure 2-16 Smart Phone Handset Market Forecasts, Units, Worldwide, 2012-2018
Table 2-17 Smart Phone Market Forecasts Dollars and Units, Worldwide, 2012-2018
Table 2-18 Smart Phone Market High End, Mid-Range, and Low End Segment Forecasts Dollars and Units, Worldwide, 2012-2018
Table 2-19 Smart Phone Installed Base Analysis, Total Units, Worldwide, 2012-2018
Table 2-20 Smart Phone Installed Base and Shipment Analysis, High End Replacement, Other Cell Phone Replacement, and New High End Smart Phone Users, Number of Units, Worldwide, 2012-2018
Figure 2-21 QI or NON-QI Wireless Charger for HTC
Figure 2-22 PowerPlate Wireless Charging Receiver for BlackBerry Curve 8900
Figure 2-23 Wireless Smart Phone Charging Pads Market Shares, Dollars, 2012
Table 2-24 Wireless Smart Phone Charging Pads Market Shares, Dollars, 2012

Wireless Phone Chargers Product Description

Figure 3-1 Samsung Wireless Charging Pad
Table 3-2 Samsung Wireless Charging Pad Features
Figure 3-3 LG WCP-300 Wireless Charging Pad
Figure 3-4 LG WCP-700 Wireless Charging Pad
Table 3-5 LG WCP-700 Wireless Charging Pad
Figure 3-6 Google Nexus 4 Wireless Charger
Table 3-7 HTC Droid DNA Qi Wireless Charging Device Features:
Figure 3-8 Apple Wireless Charging Coil Array
Figure 3-9 Nokia Wireless Charging Plate
Figure 3-10 Nokia Wireless Charging Pillow by Fatboy
Figure 3-11 Nokia Wireless Charging Shell for Lumia 820
Figure 3-12 JBL PowerUp Wireless Charging Speaker for Nokia
Figure 3-13 Duracell Powermat
Figure 3-14 Qualcomm® WiPower™ Technology
Table 3-15 Qualcomm® WiPower™ Technology
Table 3-16 Qualcomm® WiPower™ Benefits
Figure 3-17 Convenient Power Qi Slim Pad
Table 3-18 Convenient Power Qi Slim Pad benefits
Figure 3-19 Convenient Power Qi In-Car Charging Solution

Table 3-20 Convenient Power Qi In-Car Charging Solution benefits
Figure 3-21 Convenient Power Qi Tilted Pad
Table 3-22 Convenient Power Qi Tilted Pad
Figure 3-23 Convenient Power Qi Pad Dual
Table 3-24 Convenient Power Qi Pad Dual
Figure 3-25 Convenient Power Qi Pad Single
Table 3-26 Convenient Power Qi Pad Single
Figure 3-27 Convenient Power Qi Wireless Charging for iPhone 4/4S
Table 3-28 Convenient Power Qi Wireless Charging for iPhone 4/4S
Figure 3-29 Shineworld Innovations Wireless Charger
Table 3-30 Shineworld Innovations Wireless Charger Features
Figure 3-31 Shineworld Innovations Wireless Universal Phone Battery Charger
Table 3-32 Shineworld Innovations Wireless Charger Features
Figure 3-33 Shenzhen Koeok Electronic Technology Wireless QI Charger
Table 3-34 Shenzhen Koeok Electronic Technology Wireless QI Charger Features
Figure 3-35 Rexpower Industrial Development Wireless Charger
Table 3-36 Rexpower Industrial Development Wireless Charger Features
Figure 3-37 JLW Communication Equipment Rechargeable battery Cases
Table 3-38 JLW Communication Equipment Rechargeable battery Cases Features
Figure 3-39 Good & Easy Technology Wireless Chargers
Table 3-40 Good & Easy Technology Wireless Chargers Features
Figure 3-41 MC Power Technology 4000mAh Wireless Charger
Table 3-42 MC Power Technology 4000mAh Wireless Charger Features
Figure 3-43 MAPTech Co. Wireless Charging Receiver
Table 3-44 MC Power Technology 4000mAh Wireless Charger Features
Table 3-45 MC Power Technology 4000mAh Wireless Chargers
Table 3-46 Joytech Electronics Wireless Charging Pad Transmitter for iPhone Features
Table 3-47 Joytech Electronics Wireless Charging Pad Transmitter for iPhone Features
Table 3-48 Joytech Electronics Wireless Charging Pad Transmitter for iPhone
Table 3-49 Joytech Electronics Wireless Charging Pad Transmitter for iPhone Specifications
Table 3-50 Joytech Electronics Wireless Charging JT-WT208
Figure 3-51 Joytech Electronics iPhone4/4S Wireless Charger
Table 3-52 Joytech Electronics iPhone4/4S Specification:
Figure 3-53 Energizer Power & Play® Wireless Charging System for Wii™
Table 3-54 Energizer Power & Play Wireless Charging System Product Specs
Figure 3-55 Energizer® Dual Inductive Charger
Table 3-56 Energizer® Dual Inductive Charger Features
Figure 3-57 Energizer® Qi Inductive Sleeve for iPhone®

Table 3-58 Energizer® Qi Inductive Sleeve for iPhone® Features
Figure 3-59 Energizer® Single Inductive Charger
Table 3-60 Energizer® Single Inductive Charger Features
Figure 3-61 Energizer® Qi Inductive Door for BlackBerry® Curve™ 8900
Table 3-62 Energizer® Qi Inductive Door for BlackBerry® Curve™ 8900 Features
Figure 3-63 Duracell Powermat
Figure 3-64 Duracell PowerSnap™ Kit - Backup Power and Wireless Charging For iPhone 5
Figure 3-65 Duracell TravelMat™ - Wireless Charging Mat
Figure 3-66 Duracell AccessCase™ - Wireless Charging Case For iPhone 5
Figure 3-67 Duracell SnapBattery - Backup Power For iPhone 5
Figure 3-68 Duracell Wireless Case For iPhone® 4/4S
Figure 3-69 Duracell Wireless Charging Case For Samsung Galaxy S® III
Table 3-70 Texas Instruments High-Resolution Microcontroller Features

Wireless Phone Chargers Technology

Table 4-1 Inductive Charging Benefits
Table 4-2 Wireless Power Consortium Qi Authorized Test Labs
Table 4-3 Wireless Power and Human Exposure
Table 4-4 Wireless Power Product Spatial Freedom Design Issues
Table 4-5 A4WP Requirements Specification
Figure 4-6 CISPR 11 Radiation Emissions Limits
Figure 4-7 CISPR 11 International Limits for ISM

Wireless Phone Chargers Company Profiles

Table 5-1 Benefits of Alliance for Wireless Power Approach
Table 5-2 Alliance for Wireless Power Key Aims:
Table 5-3 Integrated Device Technology Product Differentiation
Table 5-4 Integrated Device Technology Applications
Table 5-5 Intel Key Objectives
Figure 5-6 Intel Business Organization
Figure 5-7 Intel Product Set
Table 5-8 Key Elements of Nokia’s Strategy
Table 5-9 Procter & Gamble Components Of Reportable Business Segment Structure
Figure 5-10 Duracell Powermat
Figure 5-11 P&G Core Strength
Table 5-12 Procter & Gamble Long- Term Strategies

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Table 5-13 Procter & Gamble Strengthening Core Business
Table 5-14 Procter & Gamble Cost Savings Programs
Figure 5-15 Samsung Revenue by Segment
Figure 5-16 Visteon Progression to an Asia-Centric Business

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About

WinterGreen Research announces that it has published a new study Wireless Phone Chargers: Market Shares, Strategy, and Forecasts, Worldwide, 2013 to 2019. The 2013 study has 533 pages, 172 tables and figures. Worldwide markets are poised to achieve significant growth as wireless charging pads permit users to charge the phone without disconnecting/reconnecting cables to the handset. Charging can be done anywhere just by setting the phone down, inductive charges will be in restaurants, kiosks, tables, night stands, hotels, airports, and public places.

As people move to mobile devices and mobile computing they tend to use their smart phones and tablets to access apps. These power intensive applications mean charging of devices become a significant aspect of doing business. Inductive wireless charging is being used as a better way to keep the smart phone and tablet battery full. Setting the phone down on a pad for charging, permits the user to interact with a mobile device in a more flexible manner permitting intermittent charging in a convenient and seamless manner.

Mobile manufacturers are positioning phone models with wireless charging to drive demand at the high end.

Examples include the Samsung Galaxy S4, Lumia smartphone from Nokia, the Nexus 4 from LG Electronics, and the Droid DNA from Verizon Wireless and HTC.

Many cell phone and smart phone vendors are making wireless power a reality. Wireless power is an emerging technology that creates a better charging experience for consumers. Just as Wi-Fi replaced the need to use an Ethernet cable for Internet connectivity, so also wireless power is making recharging wirelessly a feature that is demanded by consumers.

According to Susan Eustis, lead author of the WinterGreen Research team that prepared the study, “wireless phone charging, mobile computing, and smart devices represent the major forces impacting wireless phone charging. Phone vendors are coming together to create standards and to leverage standards to gain competitive advantage with highly differentiated product sets.”

Inductive wireless charging does not use as much grid electricity to achieve device charging. Electricity is generated in a coil. Inductive charging means the primary coil in

the charger induces a current in the secondary coil in the device being charged.

Wireless charging is already available for low-power applications up to 5 Watts. These are suitable for mobile phones and other devices. Wireless chargers use magnetic induction. They offer the promise of being able to place a device on a surface and have it charge automatically — no fiddling with cables required. Remote power transfer is a complex business with some very fine tuning required to make it work well. Wireless charging is more accurately described as “inductive charging” because it uses magnetic induction.

Inductive charging uses magnetism to transmit energy. The current coming from the wall power outlet moves through the wire in the wireless charger, creating a magnetic field. The magnetic field creates a current in the coil inside the device. This coil is connected to the battery and the current charges the battery. Devices must have the appropriate hardware in them to support wireless charging — a device without the appropriate coil cannot charge wirelessly.

Consideration of Wireless Phone Charging Market Forecasts indicates that markets at $3 million will reach $33.6 billion by 2019. Growth comes as a result of the rapid adoption of smart phones that pushes the user base to 8 billion people by 2019. While wireless phone charging is considered a perquisite for a high end device, it is soon expected to become a necessary feature.

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