

National Rollout of Wireless Charging, by Duracell Powermat - Begins in Starbucks
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SEATTLE and NEW YORK, June 12, 2014 /PRNewswire/ -- Duracell Powermat and Starbucks today announced that they have begun a national rollout of Powermat wireless charging in Starbucks beginning with stores in San Francisco Bay Area. The company will expand Powermat to additional major markets in 2015, with a full national rollout in Starbucks company-operated stores and Taiwanese Fine Teas + Tea Bars planned over time. Initial pilots in Europe and Asia are expected within the year.

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<http://www.mcafee.com/player/#region/7249954-national-rollout-wireless-charging-by-duracell-powermat-press-release>

"From WiFi and the in-store Starbucks Digital Network to mobile payment and digital music downloads, we have always tried to anticipate our customers' needs early in the adoption curve and provide a world-class solution. We are excited to offer our customers that next level of convenience with Powermat wireless charging. Rather than hurrying around for an available power outlet, they can seamlessly charge their device while enjoying their favorite food or beverage offering right in our stores," said Adam Brossman, chief digital officer at Starbucks. "We were pleased with the customer response to the pilot tests, and were now expanding this offering nationally to provide our customers a quality and reliable experience as they use our stores as their respite, their office away from home or as a gathering place with their friends and family."

Stores will be equipped with Powermat Spots™ - designated areas on tables and counters where customers can place their compatible device and charge wirelessly. Select Starbucks stores in Boston and San Jose offer Powermat today and the broader rollout can be tracked at www.powermat.com/rollout.

"Powermat Spots in Starbucks are the result of almost a decade of scientific research spanning material sciences, magnetic induction and mesh networking," said Ron Pollackine, CEO of Powermat Technologies. "The two-pronged power plug dates back to the era of the horse drawn carriage, so that today's announcement marks the first meaningful upgrade to the way we access power in well over a century."

Powermat Spots comply with the open standard set by the [USB-C](http://www.usbc.com) - whose members include AT&T, Blackberry, HTC, Huawei, LG, Microsoft, Qualcomm, Samsung, TI and ZTE - resulting in a growing universe of devices and accessories that will charge seamlessly in Starbucks.

"Starbucks is a highly regarded global brand and its decision to rollout a Powermat network is both empowering and transformative for consumers and the mobile industry as a whole," said Jeff Howard, vice president, Mobile Devices and Accessories, AT&T Mobility. "Many of our newer devices have compatible technology either embedded or available as an added feature to give consumers the freedom to charge wirelessly. Today's announcement marks an important time for our customers - they will have the freedom to stay charged effortlessly in Starbucks stores nationwide over time."

"Starbucks is transforming the way consumers get power to their phones, in much the same way it made WiFi a standard amenity in public places. This endeavor is a critical step in Duracell's vision to make dual battery anxiety a thing of the past," said Russi Anandavasu, President of Duracell at Procter & Gamble. "When Starbucks introduced WiFi in their stores in 2011, 95 percent of devices didn't have WiFi, and multiple standards hampered the industry. The next is history. Starbucks plans to offer Powermat nationally in likely to settle any lingering standards questions, and usher wireless power into the mainstream."

About Duracell Powermat

Duracell Powermat is the joint venture between Procter & Gamble's Duracell brand and Powermat Technologies. Duracell Powermat provides real-life power solutions for consumers both at-home and on-the-go at select retailers and at www.duracellpowermat.com. As part of the Procter & Gamble Company (NYSE: PG), Duracell has been powering people around the world for more than 40 years. Powermat Technologies is a pioneer and leader of the wireless power industry, and its technology forms the basis of the open standard set by the [USB-C](http://www.usbc.com) - the platform of choice for such global leaders as AT&T, DuPont, Duracell, General Motors and Starbucks. To learn more please visit www.powermat.com, and follow Powermat via [Facebook](https://www.facebook.com/duracellpowermat) and [Twitter](https://twitter.com/duracellpowermat).

About Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality arabica coffee. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in this experience, please visit us in our stores or online at www.starbucks.com. For more information on this news release, pr.141.us.

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