

Duracell Powermat and Starbucks Expand Wireless Charging in Silicon Valley Area

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SAN JOSE, California, July 26, 2013 /PRNewswire/ -- Duracell Powermat today announced the availability of wireless charging in select Starbucks stores in the Silicon Valley area. The expansion of the wireless charging evaluation follows a successful test of the wireless charging technology in select Starbucks stores in the Boston area.

(Photo: <http://photos.prnewswire.com/prnh/20130726/NY53707>)

"Duracell Powermat offers the cure for dead battery anxiety," said Stassi Anastassov, President of Duracell at Procter & Gamble. "Look around any Starbucks and you will see smartphones being placed on tables. Today these phones are losing power as they sit there -- but once a table is equipped with Powermat technology, simply placing a phone on the table will recharge it."

"We know that our customers use our cafes in a number of ways beyond buying coffee. For some, it's their home office, for others it's their place to get away and have some time to themselves. More and more customers are using Starbucks as their home base and they are looking to recharge in a number of ways," said Adam Brotman, chief digital officer, Starbucks Coffee Company. "We have seen positive customer response to wireless charging through our tests in Boston, and are pleased to now extend this experience for our customers in the Silicon Valley area."

Wireless charging at Starbucks will comply with the [Power Matters Alliance \(PMA\) standard](#) -- the fastest growing standard and ecosystem for wireless power -- so that any PMA-certified device will charge simply by being placed on the tabletop. Several companies, including [Duracell Powermat](#), offer PMA-certified smartphone cases and portable batteries, and AT&T recently announced that many of its smartphones will ship with PMA wireless charging technology next year. Blackberry, HTC, LG, Samsung, ZTE and other smartphone makers have also signed on to the PMA.

"Wireless charging technology is becoming mainstream and people are beginning to expect that just like WiFi, they'll be able to charge up in those places that they ordinarily visit throughout their day. There are no better partners for us to be working with to make wireless charging ubiquitous than AT&T, Starbucks and Procter & Gamble," said Ran Poliakine, CEO of Powermat Technologies

To view where wireless charging can be found please visit www.poweruphere.com.

About Duracell Powermat

Duracell Powermat is the joint venture between Procter & Gamble's Duracell brand and Powermat Technologies. As part of the Procter & Gamble Company [NYSE: PG], Duracell has been powering people around the world for more than 40 years, whereas Powermat brought the wireless charging category to life with the introduction of ground-breaking products in 2009. Together the two companies are shaping the wireless charging revolution under the Duracell Powermat brand. The first company to address the growing power needs of consumer's in a world increasingly reliant on battery-draining smartphones, Duracell Powermat provides real-life power solutions for consumers both at-home and on-the-go. Duracell Powermat is helmed by CEO, Ron Rabinowitz. For more information, please visit www.duracellpowermat.com

About the Power Matters Alliance

PMA was founded by Powermat Technologies and Procter & Gamble in 2012, and its board includes AT&T, Duracell, Starbucks and the US Government's Energy Star and Federal Communications Commission (both non-voting). A wide array of PMA-compliant products are available at leading retailers, and compatible 'wireless charging spots' have been installed at leading airports, stadiums, restaurants, gyms and hair salons. Membership of the PMA is open to all, and its technical specifications are available to all members at www.powermatters.org.

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