

## CASE-MATE ANNOUNCES THE HUG - EMPOWERING IPHONE USERS TO CHARGE-UP WITHOUT PLUGGING IN

*The case-mate Hug is one of the first products designed to be Qi Compliant*

**LAS VEGAS** - January 6, 2010 - Case-mate, a designer of innovative accessories for mobile devices and electronics, today announced the Hug - a new protective case and charging pad for the Apple® iPhone 3G and Apple iPhone 3GS that showcases the evolution of wireless power. Created to give iPhone users a more convenient way to charge, the design-forward Hug delivers power without cumbersome cords or adaptors - users simply slip their iPhone into the sleek Hug case and then place the phone onto the Hug charging pad.

The case-mate Hug is one of the first charging pads designed for future compatibility with the Qi standard - creating the platform for wireless charging - as specified by the Wireless Power Consortium (the Consortium). The Consortium is the global organization setting the international standard for interoperable wireless charging. The standard will allow manufacturers to create charging stations at airports, coffee shops, in the car and at home - providing consumers with power where and when they need it most.

"The Hug represents a revolutionary step in the charging world," said Shashi Reddy, founder and CEO, case-mate. "As one of the first charging solutions to be designed for compliance with the Wireless Power Consortium's universal standard for wireless charging, we've ensured the longevity of the Hug, as it will be compatible with new devices supporting this dominant standard. Adding to this, the Hug is the slimmest, sleekest charger of its kind on the market today."

### **When You're Low on Power, Come Get a Hug**

The case-mate Hug "hugs" a battery to new life. Key features and benefits of the Hug include:

- *It's Smart* - The Hug is an energy efficient product. Delivering a "smart charge," the Hug knows when the iPhone has reached a complete charge and, at that time, stops pulling power.
- *It's Convenient* - The portable Hug charging pad transfers power wirelessly through a magnetic field to the iPhone enclosed in the Hug case. The Hug charges just as fast as traditional chargers, but without the hassle of cords and wires.
- *It's Chic* - Featuring a sleek two-part case and a charging mat, the Hug's design was inspired by the flowing lines of the golden age of sport automotive design. The Hug is constructed with durable injection-molded materials, with true aluminum metal bases and accents.
- *It's Protected* - The Hug comes with a durable, shock absorbing iPhone case and a charging pad. A screen protection kit is also included for total iPhone protection.
- *It's Reliable* - Because it is designed in accordance to the specifications of the Wireless Power Consortium, the Hug will be able to work with future devices.

The case-mate Hug leverages eCoupled™ intelligent wireless power technology from Fulton Innovation; both companies are members of the Wireless Power Consortium. Additional Fulton Innovation partners include Texas Instruments, Leggett & Platt, Energizer, Bosch, Herman Miller, Visteon and Motorola - ensuring that the Consortium's universal standard for wireless power are integrated into a range of everyday products for a future of complete interoperability.

#### Pricing and Availability

The case-mate Hug will be available for the Apple® iPhone® 3G and iPhone® 3GS in mid-January at [www.case-mate.com](http://www.case-mate.com). The Hug, which includes the charging pad, iPhone case and screen protection kit, will retail for \$89.99.

New versions of the Hug will be available for additional mobile devices, including BlackBerry and Motorola Droid products in early 2010. Additionally in 2010, case-mate will offer a Hug that supports the charging of multiple devices simultaneously.

### **About case-mate**

Launching innovative accessories since 2006, case-mate combines design engineering with cutting-edge materials to protect and enhance technology. An ever-expanding repertoire of customized cases for iPhone, MacBook, and Blackberry help distinct personalities "Make a Statement." Partnerships with industry leaders express case-mate's vision for streamlining consumer electronics in the dynamic technology marketplace. To learn more, please visit [www.case-mate.com](http://www.case-mate.com).

**About Fulton Innovation and eCoupled™ Technology**

A subsidiary of Altacor Corporation, Fulton Innovation is dedicated to commercializing new and innovative technologies that improve the way we live, work, and play. Fulton is working with a wide range of industry-leading companies to integrate eCoupled technology into infrastructure and electronic devices to enable consumers to live a truly wireless life. The engineers behind eCoupled™ have been developing, advancing, and perfecting the technology for over 10 years. eCoupled technology has been incorporated into Amway's eSpring™ water purifiers for eight years, with over 1.5 million devices sold in over 38 countries worldwide to date. Altacor employs more than 14,000 people worldwide, including over 450 engineers and scientists and has sales of more than \$8 billion annually. It is headquartered in Ada, Michigan and has operations in more than 80 countries and territories worldwide. For additional information, please visit [ecoupled.com](http://ecoupled.com) or visit us at CES (Central Hall, booth #11045).

**CES Information**

To view case-mate's new products and existing line, please visit us in the North Hall's iLounge Pavillion, Booth 3606.

**For more information, please contact:**

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