

WinterGreen Research, INC.

**Wireless Phone Charging: Market Shares, Strategies, and Forecasts,
Worldwide, 2013 to 2019**

Wireless Charging Providing a Flexible, Convenient System For Phone Power

Mountains of Opportunity



Picture by Susan Eustis

WinterGreen Research, Inc.

Lexington, Massachusetts

www.wintergreenresearch.com

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REPORT # SH25694099

314 PAGES

125 TABLES AND FIGURES

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CHECK OUT THESE KEY TOPICS

Wireless Charging
Wireless Power Transfer
Qi Wireless Charging
Inductive Wireless Charging
Wireless Transmitter And Receiver
Wireless Charging

Transmitter For Iphone
Wireless Charging
Transmitter For Samsung
Human Safety Limits
Frequency Selection
Loosely-Coupled
Wireless Phone Charging

Wireless Phone Charger
Electricity Generated In A Coil

Wireless Phone Charging Growth Strategy:

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

LEXINGTON, Massachusetts (September 25, 2013) – 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. .

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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.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

WinterGreen Research is positioned to help customers face challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust WinterGreen Research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

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Key Words: . Wireless Charging, Wireless Power Transfer, Qi Wireless Charging , Inductive Wireless Charging, Wireless Transmitter And Receiver, Wireless Charging , Transmitter For iPhone, Wireless Charging , Transmitter For Samsung, Human Safety Limits, Frequency Selection, Loosely-Coupled, Wireless Phone Charging, Wireless Phone Charger, Electricity Generated In A Coil,

Companies Profiled

Market Leaders

Samsung

Nokia

Market Participants

Alliance for Wireless Power

Apple,
AudioDev

Consumer Electronics Association

Convenient Power

Energizer

Good & Easy Technology

Google,

Google / Motorola

HLC Electronics

HLC Electronics

Integrated Device Technology

Business

Intel

iPDA - Newlift Technologies

LG

MAPTech Co

MC Power Technology

Nokia

Nokia Has Strategic Partnership

With Microsoft

Procter & Gamble

Procter & Gamble / Duracell

PowerbyProxi

Power Matters Alliance

Qualcomm

Qualcomm / WiPower

Rexpower Industrial
Development

Samsung

Shenzhen Koeok Electronic
Technology

Shineworld Innovations,

Texas Instruments

Toyota

Visteon

Wireless Power Consortium

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Report Methodology

This is the 569th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priority in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies.

They are supported by a team, each person with specific research tasks and proprietary automated process database analytics. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

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Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2011. With 2011 and several years prior to that as a baseline, market projections were developed for 2012 through 2018. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world.

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This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

YOU MUST HAVE THIS STUDY

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

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Wireless Phone Chargers Executive Summary

The study is designed to give a comprehensive overview of the Wireless Phone Chargers equipment market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

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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.

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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. 3-1

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WinterGreen Research, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology. Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

ABOUT THE PRINCIPAL AUTHORS

Ellen T. Curtiss, Technical Director, co-founder of WinterGreen Research, conducts strategic and market assessments in technology-based industries. Previously she was a member of the staff of Arthur D. Little, Inc., for 23 years, most recently as Vice President of Arthur D. Little Decision Resources, specializing in strategic planning and market development services. She is a graduate of Boston University and the Program for Management Development at Harvard Graduate School of Business Administration. She is the author of recent studies on worldwide telecommunications markets, the top ten internet equipment companies, the top ten contract manufacturing companies, and the Top Ten Telecommunications market analysis and forecasts.

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Susan Eustis, President, co-founder of WinterGreen Research is a senior analyst. She has done research in communications and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, and electronic voting. She is the author of recent studies of the Solar RENEWABLE Energy, Wind Energy, Thin Film Batteries, Business Process Management marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. . Ms. Eustis was named Top Woman CEO in 2012 by Who's Who Worldwide. She was named Top Woman Market Research Analyst the same year.

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