



Chargifi and Belkin International team up to unlock the potential of smart wireless charging for business

LAS VEGAS 08 JANUARY, 2019: Chargifi, the market leader in the cloud management of wireless charging technology, today announces a collaboration with consumer electronics leader, [Belkin International](#) to integrate Chargifi's smart technology with Belkin's BOOST↑UP™ [Wireless Charging Spot](#).

Chargifi's smart technology enables two-way communication between Belkin's wireless charging hardware with the Chargifi Cloud management platform, providing dashboards with analytics that give actionable insights on customer behavior, as well as diagnostics on the health of the charging spots in the network.

Coupled with Belkin's wireless hardware, this collaboration transforms wireless charging into a service for businesses, providing a valuable amenity for customers and offering a unique touchpoint to engage and enhance end-user experience for customers, employees, and guests.

For businesses deploying wireless charging at scale, this service:

- Continuously monitors and manages the network of charging transmitters
- Runs diagnostics and fixes issues over the air when required
- Gives peace of mind and reduced maintenance costs
- Provides actionable insights on customer behaviour data

Dan Bladen, CEO and co-founder of Chargifi, said: "Smart wireless charging is doing for power what Wi-Fi did for connectivity, and soon wireless charging will be as ubiquitous as Wi-Fi. We have joined forces with the global leader in wireless charging to give businesses the best opportunity to deploy effectively at scale, while monetizing a service that is much in demand. We are taking wireless charging to the next level, using it as a trigger-point that enhances customer experience adding real value to businesses."

A spokesperson from Belkin International, said: "We continue to focus on delivering a seamless, convenient, and optimal mobile power experience to the consumer. Our dedication to people-inspired design and quality from user testing and prototyping to regulatory compliance and manufacturing maintains our global leadership in wireless charging. And with the added functionality of Chargifi's technology, we are excited to deliver enhanced services to hospitality, retail and enterprise environments."

2019 is set to be a milestone year for the wireless charging world, following on from announcements at end of last year from technology giants - including Apple, Google and Huawei – proclaiming their commitments to a wireless world, altogether redefining consumer expectation on powering up. The monumental shift to this method of charging drives the need for businesses to make a change, particularly to meet the demands of today's always-on, always-connected consumer.

Product availability: March 2019

Product price: Available on request

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Where to find Chargifi at CES:

- Wireless Power Consortium stand South Hall, SL-2
- Intel Capital meeting rooms (RSVP required)

About Chargifi

Chargifi builds foundational technology that transforms the way the world Mass-Deploys, Manages and Monetizes power. We deliver a market-leading cloud management platform that enables the smart mass deployment of wireless charging; our patented solution turns wireless power into a service, delivered by our expert partners, that adds real value to business. Open API's and SDK allows integration into software and apps, allowing data to be blended for greater insights. This valued and connected service provides a unique touch point and value exchange opportunity that can impact engagement, satisfaction and overall customer experience, which in turn drives revenue.

Chargifi is deployed by over 90 organisations in 21 countries and is backed by leading technology investors including; Intel Capital, Hewlett Packard Enterprise, Techstars, Accelerated Digital Ventures, firstminute capital and R/GA Ventures.

About Belkin International

In 2018, Foxconn Interconnect Technology (FIT) merged with Belkin International ([Belkin®](#), [Linksys®](#), [Wemo®](#), [Phyn®](#)) to create a global consumer electronics leader. Today, this group leads in connecting people with technologies at home, at work and on the go within the accessories ("Connected Things" – Belkin brand) and the smart home ("Connected Home" – Linksys, Wemo and Phyn brands) markets.