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## **Wireless Power Consortium Names John Perzow as Vice President of Market Development**

**PISCATAWAY, NJ – September 18, 2013** – The [Wireless Power Consortium](#) (WPC), the force behind Qi, the world’s most widely-adopted wireless charging standard, today announced the appointment of John Perzow as Vice President of Market Development. Perzow brings over three decades of technology corporate development, strategic marketing, and partnership experience to the position and will champion Qi adoption worldwide.

“With designs in cars, phones, tablets, and a myriad of other products, Qi’s popularity has grown well beyond the early adoption phase and mainstream users are buying Qi products.” said WPC Chairman Menno Treffers. “John’s thirty years of defining and bringing technology products to market, experience with standards development and power electronics make him uniquely qualified to drive the adoption of Qi by facilitating the development of partnerships between businesses that target the needs of mainstream consumers.”

Perzow holds six patents in power circuit design and is the founder of Analog Semiconductor Marketing Consultants, which provides market development strategies to semiconductor and OEM companies. Previously Perzow held marketing and product line management roles with Analog Devices Power Management group, Broadcom Corporation, and National Semiconductor. Perzow is a member of Colorado State University’s Industrial Advisory Board, participated in the development of the IEEE standard 802.3af, and served in the Semiconductor Industry Association’s energy working group, which sought to influence public policy and federal legislation on behalf of the semiconductor industry.

Qi’s global product range delivers across versatile, broad choices in performance, price, and user experience; and includes [over 300 devices](#) such as the Google Nexus 7 tablet and smartphones like the Motorola Droid RAZR V, Samsung Galaxy S4, and Nokia Lumia 1020. Qi devices are sold by mobile carriers worldwide including AT&T, China Mobile, Deutsche Telekom, E-Plus, NTT DoCoMo, O2, Sprint, T-Mobile, Telefónica, and Verizon. Qi has been selected as the in-car wireless charging standard by an association of automobile manufacturers comprising Audi, BMW, Daimler, Porsche, and Volkswagen ; and Qi can already be found in cars such as the Jeep Cherokee, Toyota Avalon, Toyota Prius, and SsangYong Chairman.

For more information, visit: [www.wirelesspowerconsortium.com](http://www.wirelesspowerconsortium.com)

For hands-on reviews of Qi, visit: [www.wirelesspowerconsortium.com/blog/48/hands-on-with-qi](http://www.wirelesspowerconsortium.com/blog/48/hands-on-with-qi)

### **About Qi and the Wireless Power Consortium**

In December 2008 a group of leading consumer electronics companies created the Wireless Power Consortium to establish Qi as the interoperable global standard for wireless power. The more than [160 members](#) of the WPC

include BlackBerry, ConvenientPower, Energizer, HTC, LG, Motorola, Nokia, Panasonic, Royal Philips, Samsung, Sony, Texas Instruments, Toshiba, Verizon Wireless, and infrastructure providers such as wireless operators, furniture, and automotive parts companies. Qi has brought more than 300 new wireless charging products to market; and Qi charging stations can be found in homes, cars, workplaces, and retail outlets worldwide. Qi has become the leading global wireless charging standard.

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