

To: janedreporter@news.com
Subject: Apple and Energous redefine wireless recharge

Apple News Release

FOR IMMEDIATE RELEASE
Feb. 17, 2016

CUPERTINO, Calif. — Apple® and Energous ([NASDAQ: WATT](#)) today announced an exclusive partnership that will transform personal technology experience—making wire-free “recharge and listen” a reality for iPhone®.

With an estimated September 2016 launch: “We expect breakthrough results for iPhone 7,” said Apple SVP of Worldwide Marketing Phillip Schiller. “This is a partnership that will transform the mobile ecosystem.”

Energous created WattUp™, a wireless charging system that delivers energy to devices in virtually any space. Mobile power management frees users from cords or fixed pads.

Record 2015 fourth quarter iPhone® sales fuel this expansion, also laying foundation for success of Apple wearables in the global marketplace.

“2015 has been a year of rapid development for the Company and has exceeded our expectations in terms of the commercialization of WattUp technology, especially in miniaturization and cost reduction,” said [Stephen R. Rizzone](#), CEO of Energous.

Located 20 miles away in San Jose, Energous is a neighbor. Proximity and shared vision expedited this collaborative enterprise that will break new ground in personal technology experience.

[Apple, Inc.](#) has empowered personal technology since introduction of the Macintosh in 1984. iPhone, iPad, the Mac and Apple Watch have made Apple a global innovation leader in design and mobile communication. Its platforms iOS, OS X and watchOS platforms actuate “seamless” experience across Apple devices, and “breakthrough” services including the App Store, Apple Music, Apple Pay and iCloud and *WattUp*. Apple’s 100,000 employees make “the best products on earth.”

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APPLE INC.
1 Infinite Loop
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Backgrounder

FOR IMMEDIATE RELEASE
Feb. 17, 2016

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Apple and Energous fast-track wireless recharge

Apple has partnered with Energous to make wireless recharge a reality in 2016.

Exclusive partnership with Energous culminates patent [applications](#) and wireless charging research that began in 2010. “Apple anticipates significant growth after launch of new iPhone 7 set to arrive September 2016,” said CEO Tim Cook on CNN.

Apple partnership with Energous, announced on February 17, 2016, will utilize WattUp™, an Energous wireless recharge technology that uses radio waves to charge mobile devices charge over distance. WattUp delivers power over the same radio bands as a Wi-Fi router, resulting in a wire-free experience without need to use a wall plug-in or charging mat.

Only 20 miles apart, Apple and Energous share a history that includes mutual manufacturing partners, TSMC and Foxconn, and common membership in [ANSI](#), working to establish standards in wireless power transfer compliance.

Additional specifications will be released at launch, but recharge for Apple devices become cordless September 2016.

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Fact Sheet

FOR IMMEDIATE RELEASE
Feb. 17, 2016

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Wireless recharge for iPhone by Apple and Energous

What: Apple has partnered with [Energous](#), a pioneer in wire-free charging technology to make cordless recharge for Apple devices a reality in 2016.

After 10 years of Apple research into wire-free charging solutions, the partnership will be made official on Feb. 17 at 10 a.m. in Apple's Town Hall, located at Apple Village in Cupertino, Calif.

Who: Apple Inc. is the world's leading tech-company. Energous is a San Jose, Calif., company specializing in semiconductors, and creator of WattUp™ technology that powers electronic devices over the same radio bands as a Wi-Fi router.

Where: Apple Inc. is located at 1 Infinity Loop, Cupertino, Calif.

When: The official announcement of partnership between Apple Inc. and Energous takes place on February 17, 2016.

Why: "An outgrowth of our rapid progress is the opportunity to expand into high-volume, high-visibility verticals like wearables and IoT."
—[Stephen R. Rizzone](#), CEO, Energous

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APPLE INC.
1 Infinite Loop
Cupertino, CA 95014

Apple Keynote Address

FOR IMMEDIATE RELEASE
Feb. 17, 2016

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Big Changes In Wireless Recharge

From iPod in 2001 to iPhone in 2007, once again Apple transforms the mobile ecosystem. From Apple Village on the eastern slopes of Cupertino, Calif., Apple CEO Tim Cook and Stephen Rizzone, CEO Energous preview and provide an in-depth look at how WattUp™ will work with iPhone. Learn what's next in wire-free charge and play technology from this exclusive team-up.

- What:** Apple Special Event, Keynote Address. Tim Cook, Apple CEO announces new partnership and iPhone 7 teasers.
- Who:** Conversation with Tim Cook, Apple CEO and Stephen Rizzone, CEO Energous.
- When:** Cook and Rizzone begin the exploration Sept. 9, 2016 at 10 a.m.
- Where:** Town Hall, Apple Village, 1 Infinity Drive, Cupertino, Calif.
- Why:** "I don't say this often, but I think we are looking at the future of technology."
– [David Pogue, Yahoo! Tech](#)

###

Mobile Untethered

New Paradigm in Personal Technology from Apple
Apple B. Goode

Mobile Untethered

Battery life has long been a pesky challenge for mobile consumers, whose operating systems and app usage continues to mushroom. But partnership between Apple and Energous, uncloaked 17 Feb. 2016, has resolved that little problem for the mobile ecosystem.

“All previous agendas on extended battery-life for iPhone 9 were thrown out the window,” said Dan Riccio, Apple SVP Hardware Engineering. “Years of patent applications into wireless recharge that began in 2010 started a new page in Apple history.”

Apple’s new partner, Energous (NASDAQ: WATT), is headed with vision fueled by Calif.-grown Chairman, President and CEO, Stephen Rizzione, whose focus lies in Board governance, scalable businesses, M&A advisory services and accelerating talent and business to the next level.

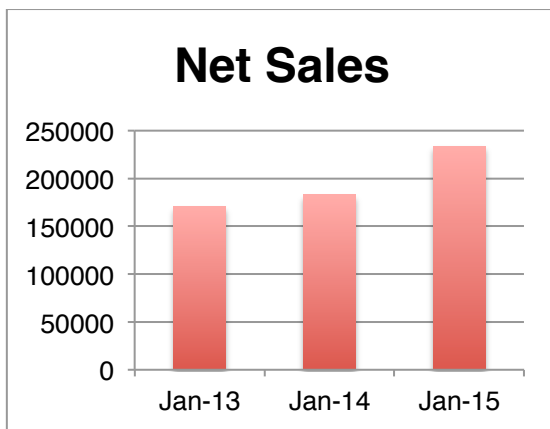
Rizzione’s Chairmanship started with a well-founded bang in October 2013. His work spans 35 years of executive management, global sales and entrepreneurial experience in data communication systems and technology.

Under Rizzione leadership, and a dynamic executive crew, Energous finds itself Apple partner in collaborative enterprise to bring universally deliverable, “untethered” charging solutions to Apple mobile devices with [WattUp™ technology](#)—a shiny restart for wire-free communication.

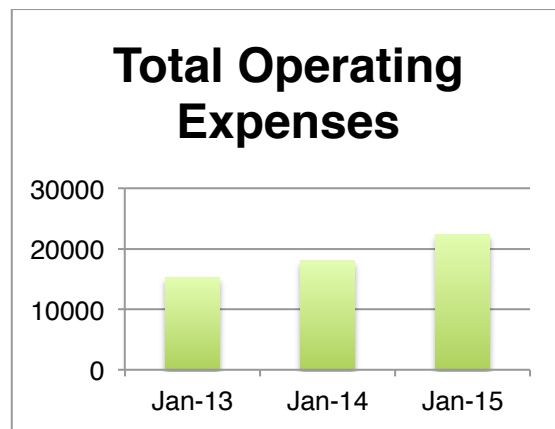
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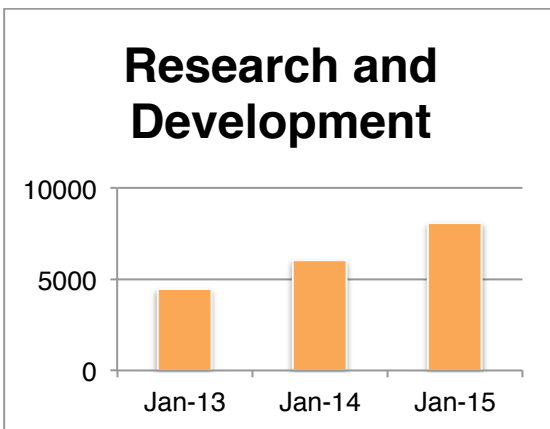
Basic Financials 2015



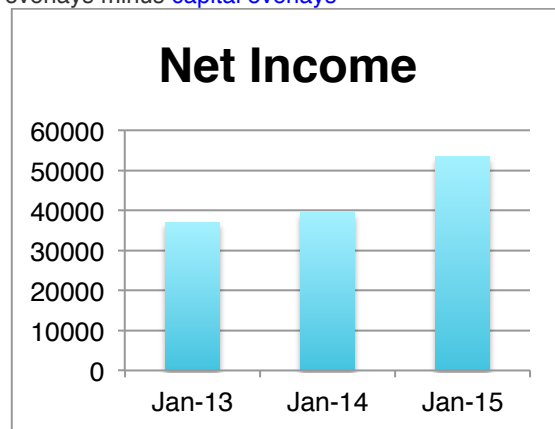
Gross sales revenues minus returns and discounts



Maintenance and administration without capital overlays minus [capital overlays](#)



Expenditures associated with work directed toward the innovation, introduction and improvement of products, services and processes



Total earnings, reflecting revenues adjusted for costs of doing business, depreciation, interest, taxes and other expenses

(In millions of dollars)



A Message from Tim Cook

Despite a slow market in 2015, Apple continues to focus on things that move the world forward through products that enrich lives. We posted stellar revenues and established far-reaching connections this year. We're still working on TV.

Apple will expand its reach in a number of directions that will ensure quality focus. I am excited to add Jeff Williams as our Chief Operating Officer, and proud the breadth of our executive staff will deepen to include John Srouji as vice president for Hardware Technologies. In the first quarter of 2016, Tor Myhren will join Apple as vice president of Marketing Communications.

We promised more diversity, and externally reported our employee demographics for [the first time](#). Apple spent more than \$650 million developing women- and minority-owned businesses in the last year. And we will always fight like crazy for Inclusion, education and diversity. Future technology isn't product it's people.

I'm also excited Apple is working toward better understanding of Autism, Epilepsy and Melanoma.

New partnership with Energous will also bring exciting changes to the personal technology ecosystem. We now have a flagship store in [West Lake, China](#). These are just a few things that make Apple an amazing place. I invite you all to be excited for the vistas ahead.

These lines describe the Apple Steve Jobs had in mind: "Apple is the juncture between the humanities and tech." That's where Apple has grown in the past, and that's where we will continue to grow, through products that enrich lives now, and in the future.

Tim Cook
CEO, Apple Inc.

One Life-Enriching Product at a Time

Apple is the world's leading tech-company. Despite stock declines, Apple remains the foremost lifestyle choice in personal computers and mobile communication devices. Apple sells a variety of software, services, accessories networking and third-party applications and digital content. Internet Services: Apple sells and delivers digital content and applications through the iTunes Store®, App Store, Mac App Store, iBooks Store™ and Apple Music™. As a global retailer, Apple sells to consumers, small and midsized businesses and education, enterprise and government customers. Apple is a Calif. corporation that runs on a 52-53 week fiscal year, ending on the last Saturday of September established in 1977.

Who's Who (5)



Tim Cook, CEO. Tim Cook became CEO of Apple in August 2011. Cook formerly served as Chief Operating Officer for Apple. He played a key role in developing strategic reseller and supplier relations that provided flexibility in a volatile market. Before Apple, Tim was Vice President of Corporate Materials for Compaq, responsible for managing its product inventory. He also spent 12 years with IBM as Director of Fulfillment. Cook received M.B.A. from Duke University, where he was a Fuqua Scholar, and a Bachelor of Science degree in Industrial Engineering from Auburn University.



Phillip W. Schiller, Senior Vice President, Worldwide Marketing. Phillip rejoined Apple in 1997, and as Senior Vice President Phillip has been instrumental in leading the digital music revolution with iPod and iTunes. His marketing expertise spans 25 years: as the SVP of Product Marketing at Macromedia, Inc., Information Technology Manager at Nolan, Norton & Company, MA, and as Director of Product Marketing at FirePower Systems Inc. of Menlo Park, CA. Schiller holds a Bachelor of Science degree in Biology, Boston College, 1982.



Jeff Williams, Chief Operating Officer. Jeff joined Apple in 1998, and was later named vice president of Operations in 2004. He has been Chief Operating Officer at Apple since 2010, overseeing our entire supply, service and support chain. He is responsible for initiatives that protect millions of workers, including [ResearchKit](#), geared toward simplifying medical and health research. Williams played a pivotal role in Apple's entry into the mobile phones. He also looks after AppleWatch, the most personal Apple product offering yet. Jeff holds an MBA from Duke University, and a bachelor's degree in Mechanical Engineering from North Carolina State University.

Good morning, and welcome to Apple Village. It's always an extraordinary time to be at Apple, and today is no different. It is a pleasure to host you for a very special Town Hall announcement.

Steve Jobs had a gift for public speaking. He once told a story in public, about the iPad. He told how it arrived way in advance, and why the iPad was shelved for a very specific reason. It was paused to make way for the iPhone whose splash transformed personal technology like the Macintosh in 1984.

-more-

Today, similar steps forward give me chance to introduce one of Apple's newest partners. As of Feb. 17, (PAUSE) we are proudly teamed-up with Stephen Rizzione, and his expert team of collaborators at Energous. Some details are new but the relationship spans a decade.

Apple's patent exploration into wire-free charging started in 2010. Our frustrations were many. Collaboration with Energous writes a new paradigm for the mobile ecosystem. It means freedom to charge your iPhone as you play. No need for wall plugs, vexing cords or charging stations.

-more-

We could have done this several years ago, but the Apple development cycle is never purely about *larger*. It's about making a *better product in every way*.

There's always draw on interest and R&D expense to create products under the wire. But the hardest decisions are frequently the things *not* to work on. It's been the same with wireless recharge.

Apple may need to be more open about upcoming developments, but what drives our exclusivity is complete attention to making products that enrich people's lives. We aren't preoccupied with market capital, and we only enter areas where we can control the principal technology.

-more-

Our partnership with Energous is how Apple invests beyond point-products that *don't* thrill. It is how we continue to enrich lives at a whole different level.

From GPU to CPU, Apple recognizes user need for *style AND killer function*. (PAUSE, make EYE-CONTACT with AUDIENCE) It's time for incredibly personal, a value Steve put into this company. If you look back in time, (PAUSE) Mp3 wasn't first, but it was the *first modern success*. Looking at tablets a decade before (PAUSE), again, iPad led commercial success.

-more-

Apple contributes to humankind through our products, which is why we push for education and human rights. These things move the world, and they also make us work exceedingly hard.

We've explored many ideas since I joined Apple in 2011, from timepieces to software apps as a new way of communicating and connecting people.

I am proud to have been CEO for the *iPhone 6* and *6 Plus*, *Apple Watch*, and *Mobile Pay*. Today's announcement is a line from the same page. Apple has become the greatest decision I have ever made, and I am thrilled to be working with Energous.

-more-

Apple is very different than it was in 1998, losing sales and considered on the verge of extinction. We only ship when things are ready—software-hardware services like only Apple can do. Not always *first*, but *the best*.

One last thing: Jobs' spirit founded Apple. His name is still on the office door I pass every day. He stood for simplicity and innovation, not complexity. His legacy is Apple future where tech and the humanities meet, making things easier instead of just products to sell.

(PAUSE HERE: Make eye contact with audience.)

It has been a pleasure sharing eventful news with you today, thank you.

-end-

AppleWriter Begins

Apple B. Goode, Student Writer @AppleWriter | Feb. 17, 2016, 11:45 AM



What is an [AppleWriter](#)?

We are students with ideas and opinions assigned to write our impressions of events and people in the Apple sphere. [AppleWriter](#) is Apple's new way of exploring different outlooks. You'll find AppleWriter under [Apple & Education](#).

[Apple](#) has taken ringside seats in colleges across the country, and the globe, to mine new perspectives from undergrads. It's about developing future perspective—on everything.

We are students from a variety of disciplines. I'm in Strategic Communication [@UUtah](#). I gain academic credit for my insight and commentary, in exchange for access to Apple events, market insight and experience-based knowledge. [About AppleWriter](#).

On *Untethered Mobile* & Energous Partnership

A word on [today's Town Hall announcement](#): Wow! I'm excited and curious about the prospects in Apple's team-up with Energous. Truly stunned Apple kept it under wraps despite the burble in the news. My student response to wirelessly rechargeable gear in a vertical wearables market: Could be "big-water" change for mobile consumers.

[Comment](#)

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AppleWriter Eye-Popping Revenues

Apple B. Goode, Student Writer @AppleWriter | Feb. 18, 2016, 12:15 PM



Eye-popping revenues, all-time skepticism

You may be wondering if [AppleWriters](#) are paid hirelings. I'd like to say we are, but we are most emphatically *not*. It's strictly a credit-based thing. Call it experience to fill the gap between school and career. [About AppleWriter.](#)

Why the market skepticism?

All of my novice viewpoints are peripheral—written from the student looking glass. That said Apple's [first-quarter financials](#) read like boomtown headlines or big-time potential to me. Eye-popping revenues make me question why I hear so much skepticism. My understanding of the brand tells me, Apple isn't going anywhere, so why the fuss?

Thought: Apple is a deeply sanctioned brand, especially with 2015 capital gains approaching 150 billion. This could be why. ([Charley Rose](#) interview with Tim Cook, Apple CEO, Dec. 2014)



[MarketWatch](#) arbiters, [Chris Kacher and Gil Morales](#) vote caution on [Apple P/E](#). Considering [17 Feb.'s Town Hall](#) meeting, I wonder why. Stock performance is tied to brand history. Brand and [P/E](#) feature prominently in class discussions as we look at why brands stick. Caution is a byword, but what then? Not expert, but as an Apple consumer whose life improves as a result, I can't wholeheartedly buy-in to negative speculation about the brand.

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AppleWriter Inclusion & Diversity

Apple B. Goode, Student Writer @AppleG | Feb. 19, 2016, 11:43 AM



Apple First: Reports Employee Demographics

I think of [AppleWriter](#) as an exchange program, but as I mentioned, Apple puts it under [Apple & Education](#). As a student of [Strategic Communication @UUtah](#), inclusion and diversity are important to me.

2014 was the first external Apple reports on its employee demographics. I think it important Apple ostensibly recognized innovation comes from the diversity of its people. Here's what Apple CEO, Tim Cook says:

"Diversity is critical to innovation and it is essential to Apple's future. We aspire to do more than just make our company as diverse as the talent available to hire. We must address the broad underlying challenges, offer new opportunities and create a future generation of employees as diverse as the world around us. We also aspire to make a difference beyond Apple."

What are your thoughts on this type of disclosure? I think it's an essential ingredient. Period.

[Comment](#)

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AppleWriter Podcast

[AppleWriter](#) is Apple's new way of exploring different outlooks. You'll find us under [Apple & Education](#). I think of it as an exchange program, but it's really about developing future perspective—on everything. Undergrads with ideas and opinions explore impressions of events in the Apple sphere.

Title: *AppleWriter on Campus, Apple Snapshot University of Utah*

Client/Sponsor: Apple Inc., Apple & Education

Length: 3 minutes

Air Dates: Feb. 17, 2016

MUSIC: Philtrum, *Disco Fries* (Establish, then Under)

ANNOUNCER:

[AppleWriter](#) is Apple's new way of exploring different outlooks through an undergrad perspective. It's about developing future perspective—on everything, and exploring the results.

SFX: Crowded campus-transit noise/urban sounds (Establish, then Under)

MUSIC: Philtrum, *Disco Fries* (Fade to Announcer)

ANNOUNCER:

AppleWriter's weekly Podcast kicks-off in the Wasatch Mountains, at the University of Utah campus. Starting with Jefferson Curtis, a Mass COMM senior. He works for KPX as a late-night talk show Producer.

ANNOUNCER:

Thanks for taking a minute to share your thoughts, Jefferson.

JEFFERSON:

No problem, nice to be here. What's up?

ANNOUNCER:	What are your thoughts on Apple lately?
JEFFERSON:	“Apple encourages a lifestyle, while PC is just everywhere.”
ANNOUNCER:	When I say, Apple, what do you think of?
JEFFERSON:	“Apple makes a good product, but its overpriced, plus I feel Apple is a little snooty.”
ANNOUNCER:	Why snooty?
JEFFERSON:	“What makes it feel snooty is the way people talk about their iPhone or Mac with a tone of superiority.”
ANNOUNCER:	Would you be interested in participating in an Apple program to sponsor Inclusion & Diversity?
JEFFERSON:	“I feel like they are interesting topics to explore, and I’d like to know about time commitments.”
ANNOUNCER:	Would Apple wire-free charge and play ability alter your lifestyle, or influence your choice of platform?
JEFFERSON:	“As far as wireless recharging, it would depend on how convenient it is. If I don’t have to use a specific spot or plug, it’s lifestyle altering.”

MUSIC: Philtrum, *Disco Fries* (Fade Up to Under)

SFX: Crowded campus-transit noise/urban sounds (Establish, then Under)

Disco Fries (Fade to Announcer)

ANNOUNCER:

This was the first weekly installment of [AppleWriter](#) Podcast. It's an Apple idea under Inclusion & Diversity. Stay tuned for more student insight on the Apple sphere.

Disco Fries (Fade Out to END)

Tweets

- T **Apple B. Goode** @AppleGoode Feb 16
Apple posts Eye-Popping 2016 Q1 Revenues (Include Apple Infographic/link)
- T **AppleWriter** @Apple_Writer Feb 16
[#AppleandEducation](#) launches [AppleWriter](#) begins here. An Undergrad project to mine for new perspective. [More](#)
- T **AppleWriter** @Apple_Writer Feb 16
[#AppleKeynoteAddress](#) @tim_cook previews wireless recharge for iPhone 7 at Town Hall Feb 17 10 am (Shiny Apple Village and a sleek iPhone7)
- T **Apple B. Goode** @apple_goode Feb 16
@TheEconomicTimes Apple leads bond market <http://goo.gl/yvS9> (include infographic from Economic Times)
- T **Apple B. Goode** @AppleGoode Feb 17
Town Hall Meeting, Apple Village @tim_cook announces “whole new way of connecting people” (Pic of Tim Cook presenting at Apple Village, and rapt CROWD)
- RT **AppleWriter** @Apple_Writer Feb 17
[#Apple](#) announces partnership with [@Energous](#). [#WireFreePower](#) to make wireless [#iPhone](#) recharge a reality in 2016 said [@Phil_Schiller](#)
- RT **Energous Corporation** @Energous
This new [#bluetooth](#) keyboard may be the most innovative yet but [#WireFreePower](#) is true innovation [@Energous](#) <http://bit.ly/2152V9h>
- T **Tim Cook** @tim_cook Feb 17
Apple partnership with @Energous #WireFreePower rewrite the mobile paradigm
- T **Apple B Goode** @AppleGoode Feb 17
@AppleBGoode writes, [Mobile Untethered](#) spells big change for personal tech ecosystem. And “Lightning” surprise
- RT **AppleWriter** @Apple_Writer Feb 17
What’s next for wireless recharge? @AppleBGoode writes [Mobile Untethered](#) spells big change for personal tech ecosystem.
- T **Energous Corporation** @Energous
“We’re proud to work alongside the world’s best tech-company,” said [@Steve_Rizzione](#)
- T **AppleWriter** @Apple_Writer Feb 17
Apple on [Inclusion & Diversity](#). “We believe in equality for everyone” — [@Tim_Cook](#) ” <http://goo.gl/xAiV00>

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