



Catapulting From Concept to Commercial



SITUATION ANALYSIS

Founded in 2007, **WiTricity** is the industry pioneer in wireless power transfer over distance. The company's magnetic resonance wireless charging technology was invented at MIT in 2006 and **WiTricity** was founded to commercialize it. For years, the team worked tirelessly to perfect the unique technology associated with providing wireless charging capabilities and build a pipeline of licensees. From the public's perspective, **WiTricity** was a science project, a far-out idea that wouldn't become a reality anytime soon.

When it came time to come out of the lab and introduce its technology as a commercially viable solution, **WiTricity** turned to Version 2.0 to increase national brand awareness and underscore the company's pioneering role in wireless power over distance, leveraging the launch of its first consumer-focused product and the unique visual nature of **WiTricity's** story.

SOLUTION

Given the public perception challenges **WiTricity** faced, Version 2.0 knew it needed to develop a robust, multi-pronged and strategic plan to maximize the exposure of the company as the leader in wireless charging for consumer technology.

With the Consumer Electronics Show (CES) quickly approaching, the team advised **WiTricity** to launch its first product, a wireless iPhone charging system, around the Las Vegas-based show, which is the largest consumer electronics showcase in the world. They pre-pitched the news exclusively to **Bloomberg Businessweek**, to secure a story

WiTricity turned to Version 2.0 to increase national brand awareness and underscore the company's pioneering role in wireless power over distance



that hit the week of CES and used the news to set up meetings at the event with various tech and business press to introduce **WiTricity's** pioneering designs.

A multimedia news package was developed complete with a video that demonstrated how the charger worked — it was viewed nearly 15,000 times. Knowing the visual of the technology at work was powerful, the team followed CES with a focus on broadcast where the Version 2.0 team directed producers who did not attend CES to our “live demo room” — a perfect backdrop to showcase **WiTricity's** innovative wireless charging capabilities.

RESULTS

The launch of the wireless phone charging system garnered an exclusive story in **Bloomberg Businessweek**, which was secured in advance of the launch, as well as 13 on-site briefings, 25 pieces of coverage on the launch including stories in **GigaOm**, **Engadget**, **Computerworld** and **PCWorld**.

The post-CES turn to broadcast also proved to be very successful — visitors to **WiTricity's** “live demo room” included **CNN**, **The History Channel**, **WGBH**, **WBZ News** and **Automotive News**.

Following **CNN's** day-long visit, the **CNN** team produced a segment “**Ridding the World of Wires**” which aired live on **CNN** and was syndicated hundreds of times. To date, the **CNN** segment is the largest driver of traffic to the **WiTricity** website.

In addition to a 106 percent increase in annual coverage, **WiTricity** also experienced a 20 percent increase in inbound inquiries from press and analysts, who sought not only coverage of **WiTricity's** consumer technology but also commentary on breaking news items, such as products rumored to include wireless charging.

