

**PRESS RELEASE**  
Under embargo until 19/09/06



## The battery has evolved – USBCELL

Unique USB rechargeable batteries - ideal for home, business or travel



For further information on the USBCELL range please visit: <http://www.usbcell.com>

For further information, or to request NFR units for review, please do not hesitate to contact [natalie@ranieripr.com](mailto:natalie@ranieripr.com)

London, UK, September 19th, 2006 – Moixa Energy, the renewable and portable energy solution specialist, today announced the launch of the USBCELL – a new concept in batteries. This revolutionary rechargeable battery can charge from any USB port without the need for any recharging devices, cradles or cables. Simply pop the lid to reveal a built in connector and charger, plug into any powered USB port on your desktop, laptop, keyboard or games console, to charge the battery.

USBCELL can be used exactly like a normal battery meaning there is now no need to purchase huge packs of alkaline batteries, or invest in or carry a clunky charger. Billions of USB ports are readily available in homes and workplaces around the world meaning you never need to run out of power and making the USBCELL extremely cost-effective and convenient for all battery-powered devices. Currently available in the AA format, the USBCELL will shortly comprise a full range of standard formats, phone and camera batteries.

Until now the battery industry, although reaching record levels of sales, has failed to keep pace with the exciting developments and device portability in the rest of the consumer electronics industry. No longer - USBCELL brings truly portable power for devices.

The USBCELL is kinder to the environment, too. Inherently recyclable, it aims to help reduce the wasteful consumption of single-use batteries by encouraging use of rechargeable batteries. By providing a technology that is easier to use, does not need adaptors or cables, and takes advantage of an existing readily accessible low-voltage power supply – the USB. It is a far more attractive solution than the rechargeable batteries of the past.



Simon Daniel, Director of Moixa Energy, commented, “Today there are several billion USB sockets in the world, not only on computers, but on many other devices, that can provide a source of low-voltage power. It’s exactly the reasoning behind our first product, the AA cell battery, which incorporates into the body of the battery itself a USB plug and charger, so that the battery can simply be plugged into any USB port to recharge (without any additional charging device or cables needed), and can then be used as a normal AA battery to power devices such as wireless mice, portable games consoles, MP3 players and digital cameras.”

He continued, “USB sockets are just so accessible to consumers that you can recharge practically anywhere; whether travelling, at home or in the office. Most importantly, with the USBCELL you don’t need to worry about carrying additional mains chargers or adaptors. You never know when your wireless mouse, games console, dictaphone, presentation pointer, toy or camera is going to run out of power - except you can be sure it will be when you least expect it, and chances are you won’t have a charger to hand!”

Moixa Energy’s approach is to integrate smart technology with inventive design that addresses product usability issues and creates new market and product opportunities. The USBCELL is a great example of providing better solutions to consumers and is the first of many such products the company plans to release over the coming months.

## Pricing and availability

The USBCELL can be purchased online at [www.usbcell.com](http://www.usbcell.com) for £12.99 inc VAT and delivery for a packet containing two AA USBCELLs.

The USBCELL will also soon be found at many leading UK high-street retailers.

## Product Benefits



### Charging

Charge anywhere from any accessible powered USB, on desktops, laptops, Hubs, monitors and keyboards.



### Swap and Play

Easily Charge cells in your game station and just swap over to continue play when your controller batteries run out.



### Portability

Built in charger - No need for a separate charger or cables when travelling.



### Top-Up

Charging for just a few minutes provides extra hours of instant use for most input devices such as wireless mice and keyboards.

## About Moixa Energy

Moixa Energy Holdings, founded by innovators Simon Daniel & Chris Wright, is a spin-out from Moixa, which pioneers advanced portable devices and interfaces. Moixa rethinks market axioms and creates new technology and intellectual property which it commercialises through licensing, joint ventures or creating new ventures.

Moixa Energy Holdings undertakes R&D and investment in renewable energy and portable-power technologies. Its vision is to invent technologies that provide consumers with better solutions for their mobile, office or home power requirements that are more usable, economic and environmentally friendly. Moixa aims to transform the need for traditional AC/DC power-supply adaptors used in consumer-electronics equipment. Over 8 billion are in use around the world resulting in considerable energy loss and wasteful production.

Moixa founder, Simon Daniel previously invented and licensed PDA folding-keyboard technology, which has been used on over 2m products, and is currently licensed by Mobility Electronics - Nasdaq MOBE for their Stowaway line of folding keyboards, and will also launch in the company's new Think Outside Sierra folding keyboard for Bluetooth-enabled that was released on September 13<sup>th</sup> 2006, and is compatible with over 600 smartphones and PDA devices.

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