

Power Matters Alliance

Industry Connections Activity Initiation Document

Version: 0.3 (For BOG Approval), February 19, 2012

1. Background and Purpose

Power Matters Alliance (PMA) is a community of global industry leaders dedicated to remaking consumers' daily interaction with power as wireless, environmentally sound, safe and smart. As part of the IEEE Standards Association (IEEE-SA), PMA aims to flesh out a suite of standards in order to provide advanced wireless power – called Power 2.0 – to devices at home and on the move.

Our vision for the Power 2.0 ecosystem is a world where power is smart, user-friendly and wireless. By reconceiving the way consumers relate to power and the way it should be managed, PMA aims to promote energy-efficient and user-centric products and practices that make sense with our mobile lifestyle in the 21st century.

2. Charter and Scope

Within the IEEE Standards Association (IEEE-SA), the Power Matters Alliance activity will be overseen by the IEEE-SA Board of Governors (BOG).

Our primary goal and mission is to lead and organize the Power 2.0 ecosystem. As such, PMA is an umbrella organization that allows industry leaders, government agencies and regulators, academic institutions and individual enablers to congregate and drive the Power 2.0 vision to market.

PMA will be an implementer's forum whose first target will be to develop the ecosystem of Power 2.0. Among its activities, PMA may:

- a. Develop standards under the formal IEEE process, but may also reference external specifications or parts of such specifications as well as develop specifications under Industry Connections;
- b. Invite organizations to merge/collaborate/liaise with it;
- c. Allow government agencies and regulators to serve on the Board of Observers or Advisors and participate in activities unless limited by their own rules.
- e. Participate in programs such as Energy Star and FCC groups.
- f. Establish a PMA Conformity Program, empower a Certification Authority, and license trademarks.

3. Potential Markets Served

PMA puts consumers in the center, and asks how their experience of power can be transformed. By reconceiving the way consumers relate to power and the way it should be managed, PMA aims to promote energy-efficient and user-centric products and practices that make sense with our mobile lifestyle in the 21st century.

PMA members are committed to collaborating in order to create a Power 2.0 ecosystem, spanning mobile, computing, in-car, consumer electronics, smart batteries, household power, and power-in-public-places. We expect members of the Power Matters Alliance to play a central role in defining the future of wireless power, power management and efficient power usage in consumer products. We will rely on their intellectual contributions in driving the development of quality Power 2.0 specifications.

4. Proposed Deliverables

We expect to eventually incorporate a PMA entity, which will then be dedicated to fleshing out a suite of specifications by adopting existing specifications/standards or by developing specifications. PMA may also form an IEEE Working Group to develop standards under the formal IEEE process. These deliverables will serve as the building blocks for advanced wireless power.

Power 2.0 will enable interaction of software and services with power by defining a digital layer above today's wireless power.

5. Funding Requirements

We expect to have a number of additional expenses, including marketing, legal, certification and compliance, finance, travel, and public events, as well as expenses related to working group meetings, board meetings and other general and administrative overhead.

PMA expects that it will raise funds to support its activities through a combination of membership dues, meeting fee registrations, and interoperability programs.

6. Initial Members

PMA seeks to engage key players across multiple industries to create the ecosystem for Power 2.0, including:

- Consumer electronics manufacturers
- Smart phone manufacturers
- Software and app developers
- IC manufacturers
- Utilities
- Transportation
- Automotive
- Eateries
- Entertainment venues
- Retail
- Governmental and educational bodies
- Complimentary industry alliances

The initial members in Power Matters Alliance are the following:

Entity	Address	Contact
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Revision History:

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