Starbucks Announces Rollout of Wireless Charging Stations

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Starbucks has announced a national rollout of a wireless charging stations, beginning with stores San Francisco.

Working in partnership with Duracell, Starbuckss will expand Powermat charging stations to additional major markets in 2015, with a full national rollout in Starbucks company-operated stores. Duracell Powermat is the joint venture between Procter & Gamble's Duracell brand and Powermat Technologies.

Starbucks said initial pilots in Europe and Asia are expected within the year.

Participating stores will be equipped with ‘Powermat Spots’ which will be designated on tables and counters where customers can place their compatible device and charge wirelessly.

Ran Poliakine, CEO of Powermat TechnologiesP, said in a statement that the Powermat Spots are the result of almost a decade of development and mark a historical evolution of technology.

“The two-pronged power-plug dates back to the era of the horse drawn carriage, so that today’s announcement marks the first meaningful upgrade to the way we access power in well over a century,” Poliakine said.

Powermat Spots comply with the open standard set by the PMA – whose members include AT&T, Blackberry, HTC, Huawei, LG, Microsoft, Qualcomm, Samsung, TI and ZTE – resulting in a growing universe of devices and accessories that will charge seamlessly in Starbucks.

There are in fact three major standards organizations currently pushing their specs for wireless charging. The Power Matters Alliance (PMA), the Wireless Power Consortium (WPC), and the Alliance for Wireless Power (A4WP).

While the three standards fight for supremacy, Broadcom recently rolled out a new chip that supports all of them. The new chip enables OEMs to select between specifications from all three leading standards organizations, including the Alliance for Wireless Power (A4WP), Power Matters Alliance (PMA) and Wireless Power Consortium (WPC).

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