

UNDER EMBARGO UNTIL 19th September, 2006

Time to recharge the battery market



September 2006, a new battery technology will be launched.



In a recent report conducted by Mintel (www.mintel.com); "Gadget mad Britons spend nearly £5M a week on batteries for their MP3 players, digital cameras, hand-held games machines and many more consumer electronics products. Sales of rechargeable batteries have risen 72% since 2001, helped partly by the 63 million battery-powered MP3 players sold in Britain last year".

The battery industry, although reaching record levels of sales, has failed to develop the traditional product in-line with the exciting developments of the rest of consumer electronics industry. Rechargeable batteries are still not truly portable as require chargers or adaptor cables to recharge, and as a result single use Alkaline cells still dominate the sector resulting in over 15 billion batteries being thrown away annually. This is at huge cost to the consumer and the environment.

Until now...

Moixa Energy (www.moixaenergy.com) is about to re-define this product category, by announcing a new battery technology and range of products with the following features:

- Charging** - Recharge anywhere
- Portability** - 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

Ranieri PR will be organising a press tour on 19th and 20th of September, if you would like to find out more about this exciting new product category and its applications, then contact ross@ranieri.com or natalie@ranieri.com

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. Our 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 environmental. Moixa aims to transform the need for traditional AC/DC power supply adaptors that are used in consumer electronics equipment. Over 8 billion are in use around the world resulting in considerable energy loss and wasteful production.

The Moixa founder 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.

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