

Low Energy Future:
USBCELL Eco-Batteries and Efficient Low Power

Moixa Energy is a new company focused on innovating efficient and environmentally friendly low power solutions – such as our recent **USBCELL** rechargeable battery category (www.usbcell.com) that helps communicate sustainability to consumers and companies.

We believe that the 20th Century Power Supply – the AC mains is inefficient and wasteful for most 21st Century needs. Today the **axiom** has inverted – modern electronics are efficient and low power, increasingly portable and battery operated, yet we continue to power them with disposable batteries and use over 10 billion bulky inefficient AC/DC adaptors to connect them to a legacy AC supply. Similarly DC power can now be produced locally by low cost renewable micro-power sources, at loads ideal for modern electronics, without relying on large remote carbon based power plants.

The battle between Edison's DC and Tesla's AC – now needs re-opening. The new world needs better local DC from renewable sources without the waste of batteries and clunky AC/DC adaptors.

Today's system wastes over 5% of world electricity, and each year over 15 billion batteries – equivalent to a column of batteries to the moon and back are made and thrown away (wasting resources, landfill and C02), and over 2 billion mains adaptors are made obsolete – all bad for consumers and the environment.

Our Innovation is to reduce this by 2012 through better design.

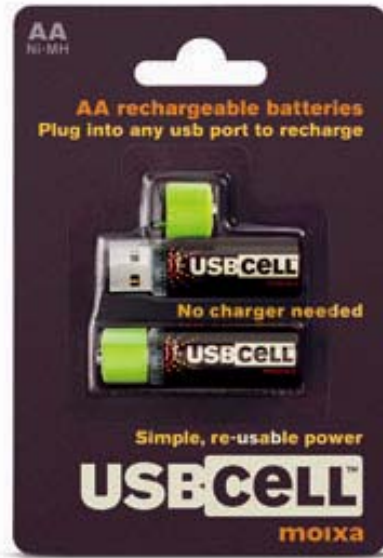
To start - directors Simon Daniel and Chris Wright patented and created USBCELL – as a simple new battery category - that communicates by name, brand, domain, visual the benefit - recharge anywhere from a USB port (a low power supply) without a charger. This makes it much easier to re-use (50 times saves 3kg of landfill and 7kg of C02 compared to alkaline). We launched AA first to communicate the concept and how design can make a commodity more usable and environmental, and to re-enforce the benefit of low power - no adaptors. It is the first of several USBCELL formats, and acts as a pre-cursor to a low energy box innovation that makes it simple for any household to install low cost renewable power to provide off-grid local DC for their every day devices such as phones, media and games devices without bulky adaptors.

By impacting every day devices, we can change behaviour and make it easier for consumers to migrate later to off-grid LED Lighting – as low cost technology becomes available.

The USBCELL products can also be branded by companies and as an eco-friendly giveaway for conferences, direct marketing or loyalty programmes as an effective corporate communication that gives every day visibility for websites or brands, whilst also offsetting C02 and landfill.

Within 48 hours of USBCELL.com launch (19/09/2006) – our first idea went global, becoming 2460th most visited (alexa-rank), 180 countries/500k visitors over first few months, and significant media coverage (usbcell.com/press e.g. USA Today front, New Scientist). Recently it was also given out at the Clinton Global Initiative 2007 and won the UK National Energy Efficiency Award in December 2007 and an IF Product Design award in Feb 2008.

In a time poor world – it is products that communicate to people.



USBCELL .com

