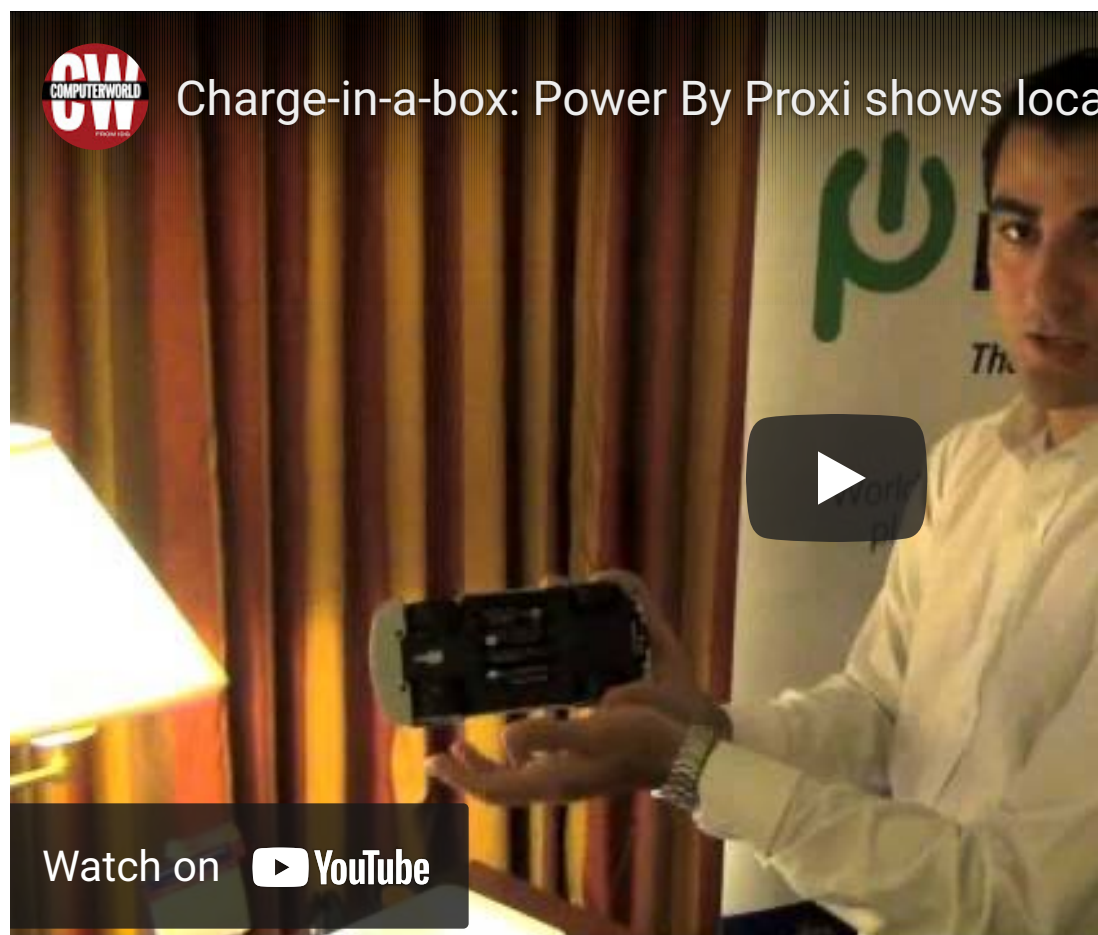


The Auckland-based company got its start selling to the construction, telecommunications, defense and other industries. One such product is a wireless control system for turbines.

PowerByProxi, a member of the WPC's Steering Committee, miniaturized its technology and placed it into Apple's AirPods, eliminating the need to embed the technology directly into the device. The wireless technology takes up about 10% of the AirPods' space.



Apple could use PowerByProxi's technology to expand its wireless charging beyond just smartphones, using it, for instance, to power remote controls, computer peripherals, or any number of other devices.

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