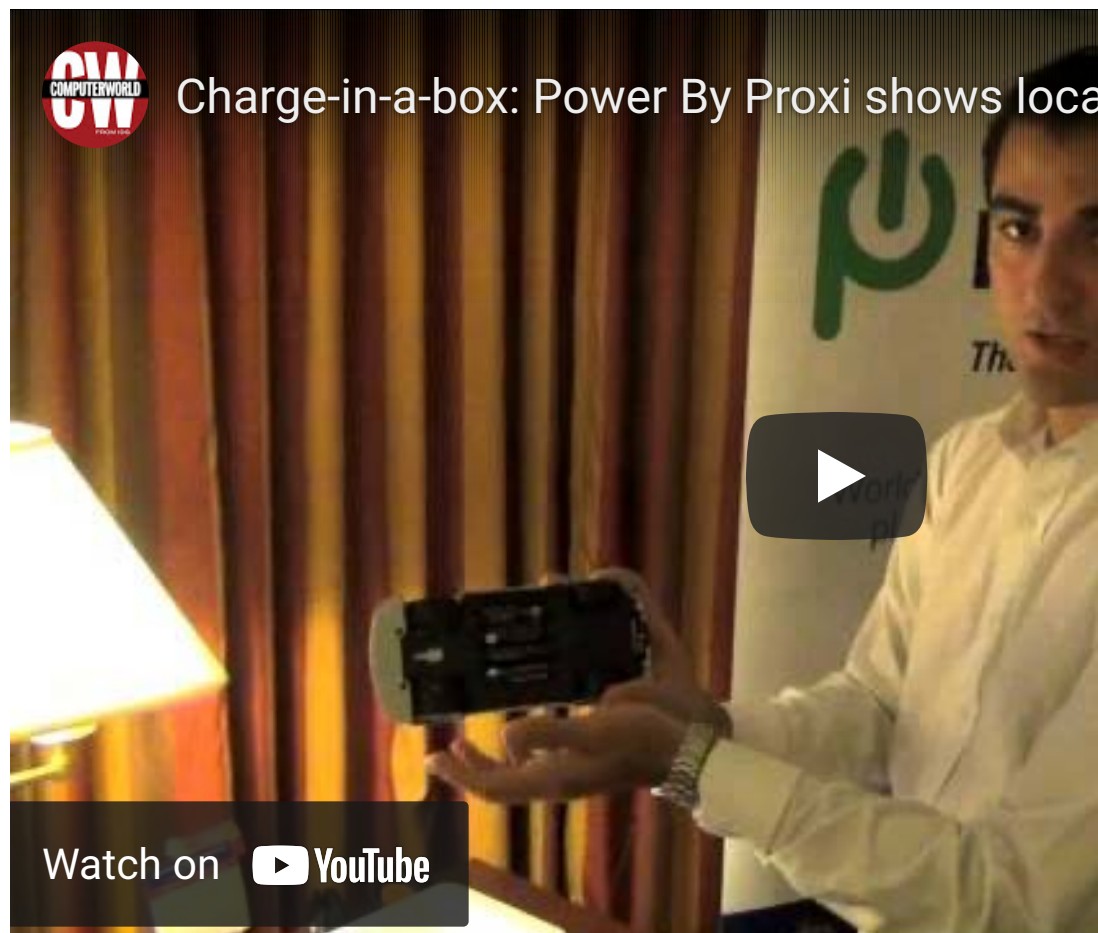


The Auckland-based company got its start selling to the construction, telecommunications, defense and other industries. One such product is a wireless control system for turbines.

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



Apple could use PowerByProxi's technology to extend battery life for its products, including charging beyond just smartphones, using it, for instance, for remote controls, computer peripherals, or any number of other devices.

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