



WiTricity and Osram Sylvania unveil wireless powered lighting at Lightfair 2011

(Watertown, MA) May 17, 2011 -- OSRAM SYLVANIA's advanced luminaire concept is powered by a wireless power source developed by WiTricity. The pendant luminaire is suspended by non conducting nylon lines, in a first of a kind demonstration of a wireless lighting fixture. This concept can facilitate a wide range of wirelessly powered light fixtures and appliances with unique design flexibility, elegance, and convenient installation.

About WiTricity

WiTricity Corporation designs, develops, manufactures, and markets technology for wireless energy transfer. Founded in 2007, the company is commercializing technology invented by a team of renowned MIT physicists. This technology utilizes magnetism to transfer energy without wires in a way that is safe, efficient, and that works over distance. For more information, visit <http://www.witricity.com>

About Osram Sylvania

OSRAM SYLVANIA is a leader in lighting solutions that feature innovative design and energy saving technology. The company sells products for homes, businesses and vehicles primarily under the SYLVANIA brand name, and also under the OSRAM brand. Headquartered in Danvers, Mass., OSRAM SYLVANIA is the North American operation of OSRAM GmbH, a wholly owned subsidiary of Siemens AG. For more information, visit www.sylvania.com



LED lighting being wirelessly powered by a WiTricity energy source hidden in the ceiling above. The white discs seen in the picture contain WiTricity resonant repeaters, allowing the energy to "hop" more efficiently over a greater distance.