



Press Release

AVID TO RELEASE QI RECEIVER SIMULATOR FOR QI TRANSMITTER DEVELOPMENT AND DEBUGGING

Twinsburg, Ohio (June 2011) – AVID Technologies Inc., a comprehensive provider of advanced electronic product design services, will release a new tester device targeted to help product developers quickly analyze and debug Qi wireless transmitter system operation and error handling.

Projected to be available in Q3 2011, this compact, easy-to-use Qi receiver device provides a variety of tests for verifying transmitter performance. It is extremely useful for design debugging, demonstrations, and for use as a general purpose Qi receiver.

Labeled as "Qi Receiver Simulator", this device can be placed on any Qi wireless charging transmitter and used to test the transmitter's operation and performance. DIP switches on top of the Receiver Simulator are used to select a number of different receiver test modes as well as change the communication modulators and output load.

For more information on the Qi Receiver Simulator- contact AVID at wirelesspower@avid-tech.com

About AVID –AVID Technologies Inc. provides advanced, innovative Engineering and Design services to OEM companies ranging from Fortune 100 to startups, across various market segments. For the past seven years, AVID has been heavily involved in wireless power design and in 2010 became an associate member of the Wireless Power Consortium (WPC). Using their own development experience, AVID has expanded its business model to assisting other companies wishing to integrate wireless power into their products through development tools and specialized design consulting and testing.

Founded in 1985, AVID has grown to over 50 employees and provides its services into all aspects of electronic product design with proven expertise in electronic hardware, embedded firmware, software applications, printed circuit board layout, packaging, prototyping, design verification, and certification.

AVID's website can be reviewed at www.avid-tech.com. Inquiries may be made at 330.487.0770 or email wirelesspower@avid-tech.com.