



Press Release

AVID TO RELEASE HARDWARE AND SOFTWARE DEBUGGING AND VERIFICATION SYSTEM FOR Qi-COMPLIANT TRANSMITTERS AND RECEIVERS

Twinsburg, Ohio (June 2011) – AVID Technologies Inc., a comprehensive provider of advanced electronic product design services, will release a new USB-enabled device targeted to help product developers quickly analyze and debug Qi wireless power system operation, firmware operation, and validate timing parameters related to TX/RX detection and communication driven by the Wireless Power Consortium (WPC) specification.

Projected to be available in Q3 2011, this compact, easy-to-use “Qi Sniffer” listens and records the communication packets with non-interfering, contactless monitoring. Both packet contents and timing information is captured and sent to a PC via USB and displayed on an intuitive Windows application program in real time.

Placing it near a Qi compliant wireless charging system (TX and RX pair), the Qi Sniffer detects, demodulates, and decodes digital bi-phase communication data of either polarity and at different baud rates. In addition to data display and logging, the Window Application also provides multiple trigger events to provide debugging flexibility as well as waveform displays for visualization of the signals and control loop response.

For more information on the Qi Sniffer - 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 has provided 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.