



## **NXP and Magic Link Brew Convenient Smartphone Charging in Pacific Coffee Houses in China**

*NXP's turnkey reference design enables quick optimization for on-premise wireless charging and offers potential for new IoT services*

**LAS VEGAS– (CES 2017) – January 4, 2017** – NXP Semiconductors N.V. (NASDAQ: NXPI) today announced that its Qi-compliant 15W wireless charging solution has been selected for installation in the second largest coffee house chain in China, piloting in Shanghai, Beijing and Guangzhou. NXP's reference design was optimized by Magic Link to meet the specific needs of the Pacific Coffee Company to seamlessly offer guests wireless charging on cafe table tops.

The adoption of wireless charging by restaurants, cafes and hotels offers smartphone users the opportunity to keep devices charged, on the go, while eliminating the need for power cords. As smartphones have become a central part of keeping consumers connected in all aspects of life, businesses are addressing customers' needs and offering new untapped services with convenient table top wireless charging stations that enable customers to easily keep devices charged without the hassle of carrying around power cords and searching for outlets.

Pacific Coffee Company, recognized for serving world-class coffee and making state-of-the-art technology available to its tech-savvy customers, is working to further enhance their customers' experience by installing Magic Link's wireless charging IoT solution based on NXP's wireless charging transmitter and receiver.

Pacific Coffee Company and Magic Link selected NXP's WPR1516 receiver IC and WCT1012 transmitter IC for on premise, table top wireless charging for stores in China which will offer greater engagement and the opportunity to bring customers new value added services.

Magic Link is focused on smart wireless charging for the infrastructure market. "By combining the most advanced wireless charging technology and IoT technology, Magic Link's solution offers infrastructure customers with access to more content and data, in addition to reliable and fast charging services," said David Huang, CEO, Magic Link. "NXP's turnkey reference platform offers design flexibility that allowed Magic Link to address specific demand for customization from the coffee house."

The 15W single-coil wireless charging transmitter reference platform, WCT-15W1COILTX, is based on the MWCT1012CFM transmit controller IC designed to provide the high performance efficiency and active charging area available, while maintaining the lowest bill-of-materials (BOM) cost. Compliant with the Wireless Power Consortium's (WPC) latest Qi specification for medium power, it delivers more than 75% transfer efficiency.



### **See NXP Technologies in Action at CES 2017**

Visit NXP during CES 2017 from January 5-8 in Las Vegas, Nevada. Experience NXP's complete wireless charging solutions on table tops, interact with innovative demonstrations and experience how NXP truly enables secure connections for a smarter world in the company's booth at the Las Vegas Convention Center, Central Plaza, CP#25, and the NXP Smarter World Tour Truck.

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### **About NXP**

NXP Semiconductors N.V. (NASDAQ: NXPI) enables secure connections and infrastructure for a smarter world, advancing solutions that make lives easier, better and safer. As the world leader in secure connectivity solutions for embedded applications, NXP is driving innovation in the secure connected vehicle, end-to-end security & privacy and smart connected solutions markets. Built on more than 60 years of combined experience and expertise, the company has 44,000 employees in more than 35 countries and posted revenue of \$6.1 billion in 2015. Find out more at [www.nxp.com](http://www.nxp.com).

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