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## **FOR IMMEDIATE RELEASE**

### **Team of Smart Battery Professionals Build Inspiring New Business** *Inspired Energy, Inc. Launches to Develop Smart Batteries for Today's Sophisticated Portable Devices*

As today's portable devices grow increasingly sophisticated, the need for rechargeable power systems utilizing intelligent electronics to communicate with the host device and provide performance and safety information is growing rapidly.

This increased demand has inspired a team of smart battery professionals to build their own business, Inspired Energy, Inc., focused solely on the design and development of intelligent portable power electronic products and systems.

"Our goal is to be the smart battery expert for OEMs in a wide range of markets by offering superior products, services and expertise," said Inspired Energy Managing Director Lex Jacobs. "Our clients are the experts when it comes to their device. Our job is to provide the experience and knowhow to assist them in developing a power solution that will enhance that device. And, as an independent business with no direct ties to any one cell manufacturer, we will be able to offer our clients objective advice on the best performance, highest value solutions."

Inspired Energy, Inc., launched in 2002, provides battery design, electronics design, circuit board manufacturing and pack assembly services for custom and standard smart battery packs. The company's advanced Lithium and Nickel Metal Hydride (NiMH) battery packs provide fuel gauging and other state-of-health information to enhance the safety and performance of both the battery and its host device. Inspired Energy batteries provide valuable information on remaining capacity, remaining runtime, temperature, voltage, fuel gauge accuracy, absolute state of charge and more as well as direct communication with smart chargers to ensure accurate charge. For battery to host and battery to charger communications, Inspired Energy offers a variety of systems depending upon the needs of the application including the industry standard SMBus communication protocol.

With the customer's product and business needs in mind, Inspired Energy tailors its solutions to meet the needs of a wide range of clients offering complete power solutions from start to finish or a

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custom service to meet customer needs.

“We find that while one device manufacturer requires a full solution from design conception through prototyping to production, there are many that require only expert battery design consultancy or battery assembly experience,” said Inspired Energy Marketing and Sales Director Dave Baggaley. “Inspired Energy is able to provide all levels of service. We will provide as much or as little expertise and support as is needed to help our customers develop the ideal power solution.”

In addition to custom battery solutions, Inspired Energy manufactures a line of SMBus compatible Lithium Ion and Nickel Metal Hydride smart battery packs in a multitude of form factors for manufacturers in need of a standardized solution.

At all levels of service, Inspired Energy’s capabilities and products are further enhanced by the extensive experience and expertise of its staff. Inspired Energy’s core management team offers collectively over 50 years of direct battery industry experience, In the course of this time, Inspired Energy’s team of professionals has developed solutions for a wide range of portable devices from phones and computers to medical devices, electric vehicles, sensors and more.

“Our extensive knowledge of both current and emerging cell technologies as well as market trends allows us to always provide our clients with the best options available,” Jacobs said.

Inspired Energy, Inc., located in Alachua, Florida, is dedicated to the design, development and full manufacture of portable power electronics products and systems. Offering unparalleled experience, expertise and knowledge, Inspired Energy produces solutions that meet both the performance demands and business goals of device manufacturers worldwide. For further information, contact the company at (888) 5-INSPIRE (888-546-7747) or visit Inspired Energy online at [www.inspired-energy.com](http://www.inspired-energy.com).