

## **YOOLOX launches YOOLOX Air, allowing users to wirelessly charge devices**

**Product will be piloted in select WeWork locations in London and Paris**

London, November 2019; London-based YOOLOX is launching its latest product: YOOLOX Air – an invisible wireless charger that is mounted under the tabletop and charges any Qi smartphone through the desktop. The easy-to-install charging spot can be retrofitted into any existing piece of furniture in under 2 minutes.

“YOOLOX Air can fast charge any Qi Smartphone” says David Photien, co-founder and in charge of product management and marketing at YOOLOX. “Qi is the recognised standard for wireless charging and can be found in many models of all main producers of handsets, e.g. in the iPhone 8 and above, Samsung Galaxy S6 and above as well as in models of Sony, Google, Xiaomi, etc.”

The YOOLOX team has done extensive research together with an engineering partner to come up with YOOLOX Air. “The idea was to develop a unique product that caters to the demand of any hospitality venue and any office and that seamlessly charges your phone,” says Ralf Soukup, co-founder and in charge of R&D

Pascal Bosten – head of business development for YOOLOX – adds: “One of our USPs is that the charging spot is completely invisible from above. A sticker on the desk indicates the area where to place your smartphone. The charging experience for the user is seamless and the design of the desk does not have to be changed.”

To effectively scale its product, YOOLOX has partnered with WeWork Labs, WeWork’s innovation platform for early-stage startups, to incorporate wireless charging spots in select WeWork Labs spaces, including WeWork’s recently launched London headquarters at 10 York Road and locations in Paris. The YOOLOX charging spots are retrofitted into existing WeWork Labs desks and offer a seamless charging experience for members in the building. YOOLOX has been a WeWork member since its inception.

“We incorporated YOOLOX as WeWork members in Munich. The community at WeWork helped us a lot,” says David Photien. “When we were accepted into the WeWork Labs programme at 70 Wilson Street in London earlier this year, we received instant access to an additional layer of support, services and talent. Through custom programming, mentorship and networking services, we were helped with our pitch decks, funding rounds and early traction, all thanks to the WeWork Labs global team. This is very important for an early-stage startup because you can learn faster and can focus more on your business. After a month at Labs, our local Labs Manager saw the potential of YOOLOX and pitched it internally, securing us our first pilot.”

Each WeWork Labs location is equipped with a dedicated Labs Manager, an experienced individual who contains deep knowledge of the startup industry and supports early-stage startups through custom programming, mentorship and networking tools to incubate and scale their ideas.

“YOOLOX is a great example of how WeWork Labs helps young startup companies scale quickly and successfully,” says Kim van Haalen, Labs Manager at 70 Wilson Street London. “Through our global platform we are able to provide founders like David, Pascal and Ralf with the opportunity to benefit from workspace, mentorship, and education. YOOLOX also has a product that adds value to our spaces, and after receiving positive feedback from our member community, we expanded the pilot to five additional WeWork locations. The YOOLOX team also makes great use of our community by collaborating with other entrepreneurs, proactively working with our mentors, and using our network to generate interest for their product.”

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#### About YOOLOX

YOOLOX is a privately-owned young tech startup company with offices in London and Munich. Founded in 2018 by Pascal Bosten, Ralf Soukup and David Photien who have known and worked with each other for over 8 years and who have gathered work experience in various companies. YOOLOX offers Charging-as-a-Service (CaaS) for smartphones, wearables and laptop computers. A network of experienced partners and developers help YOOLOX to develop products fast and reliably. YOOLOX charging can be found in offices, hotels, cafes, restaurants.

#### About WeWork Labs

WeWork Labs gathers promising early-stage startups and provides them with the space, community and programming to help them succeed. We partner with local incubators, accelerators and large corporates to provide holistic, long-term support for startups throughout their journey at WeWork Labs. WeWork Labs is a global innovation platform for startups, with over 70 spaces around the world. Visit [wework.com/labs](http://wework.com/labs) to learn more.

#### **YOOLOX**

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