



Suntrica's Solar Powered Chargers short-listed at 2009 CTIA Emerging Technology Awards

March 25 2009: Suntrica's unique solar chargers are one of just four entries short-listed in the "Green - Consumer Hardware" category at the CTIA's E-Tech awards.

Commercially available today, the Suntrica SolarBadge™ and Suntrica SolarStrap™ are compatible with mobile phones and electronic devices including MP3 players, GPS devices and digital cameras.

Suntrica's chargers can be seen next week at CTIA's Emerging Technology Awards Showcase in the South Hall in Booth 114.

Created in 2006, The CTIA E-Tech Awards programme is designed to give industry recognition and exposure to the best wireless products and services in the areas of Consumer, Enterprise and Network technology.

This year the awards attracted almost 300 entries which were reviewed by a panel of recognised members of the media, industry analysts and executives. Products are judged on innovation, functionality, technological importance, implementation and overall "wow" factor. Alcatel-Lucent, Motorola, Cisco, Qualcomm, NSN, Huawei and Samsung all have products short-listed in various categories. Winners will be announced and awarded at the show on April 2. <http://ctiait.ctia.org/eTechw2009public>

The solar powered GSM base station of VNL, a partner of Suntrica, has also been short-listed in the Green Network Hardware and Infrastructure category. www.vnl.in

Suntrica serves two crucial but very different market needs: The first is to provide the millions of consumers in emerging markets with a reliable way to charge devices in areas where there is little or no electricity. The second is to provide developed markets with an effective and environmentally friendly charger.

Suntrica's chargers are:

- lightweight and compact (about the size of a small wallet).
- virtually indestructible and able to operate in the harshest climates.
- easy to use and a must-have for people on the move

The chargers gather solar energy using a flexible thin-film panels and store the energy into an internal lightweight battery for instant or later usage.

Earlier this year Suntrica was named by the GSMA as one of the 15 most innovative vendors in EMEA. Suntrica has attracted major attention from distributors and manufacturers, with mass production already underway in 2009.

Mr. Jouko Häyrynen, CEO and co-founder of Suntrica, said: "We are making excellent progress in raising the company's profile and gaining recognition within the industry. In a few years' time solar powered chargers will be issued as standard. Our chargers are unlike anything else available on the market today as they are a portable and easy-to-use instant source of energy on the move."

Suntrica was founded in 2006 and has offices in Finland and Japan.

For more information please visit www.suntrica.com or contact Suntrica's PR representative Bridget Fishleigh on +44 7946 342 903, bridget@nomadcomms.com