

Press Release

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VARTA Microbattery wins Innovation of the Year

Ellwangen, September 8th of 2011

Coin Power by VARTA Microbattery is the most highly regarded Innovation this Year. The development of a small sized Li-Ion cell with a 30 % higher energy density had received focused attention from the well-respected Compamedia GmbH, over 4.000 Industry Experts and hundreds of internet users of the Coinpower invention to become the innovation of the year 2011.

Through intense research efforts, VARTA Microbattery was able to develop a small sized Li-Ion cell with an energy density 30 % higher than comparable products. „The Li-Ion cells in this format offer a reliable and robust energy source and are superior to the other conventional Li-Ion cells”, Herbert Schein CEO VARTA Microbattery states. The VARTA Coinpower cell offers an ideal electric power supply for e.g. wireless headsets, home automation, GPS, navigation systems, communication technology and medical technology (e.g. insulin pumps). Many other customers and applications can benefit from its higher energy density and therefore extended run-time.

In the competition for the Innovation of The German Year Award, the ten most important innovations have been previously nominated as “Top Innovators 2011”. Competitor’s products belong to the business sectors IT, pharmaceutical, environment protection, automobile, engineering, chemistry, medicine technology and lumber industry. The pre-selection to participate in the award was done by Prof. Dr. Nikolaus Franke and his team. For the pre-selection they analyzed the customer value, the state of the art in comparison to the status quo and the economic success. The final selection was made by 4.000 Industry Experts and entrepreneurs of the several business sectors. Our Coinpower Innovation could win 34 percent of all points.

The Coinpower Innovation Team of VARTA Microbattery thanks the jury for this high honor. „That our research and development work is honored by such a top-class jury of experts is an important recognition for us”, said Herbert Schein, CEO VARTA Microbattery.

Brands of
VARTA Microbattery:

 **VARTA**

powerone 



(Abb.: The pictures show the VARTA Microbattery innovation **Coinpower**)

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VARTA Microbattery GmbH

VARTA Microbattery is one of the major battery manufacturers in the world maintaining production facilities globally in order to supply more than 100 countries with quality products. The headquarters of the company is in Germany, Ellwangen. We develop and produce batteries comprising of many electrochemical systems and cell geometries. As a global system supplier we provide the best solution possible to satisfy our customers' application requirements.