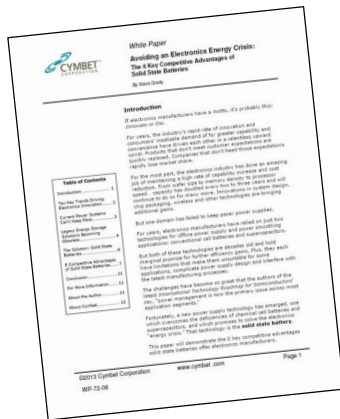


CLIENT Cymbet Corporation
PROJECT Lead-generation white paper
OBJECTIVE Persuade electronics industry executives of the commercial benefits of the client's solid state energy storage chips.

COPY EXCERPT

Avoiding an Electronics Energy Crisis: The 8 Key Competitive Advantages of Solid State Batteries



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Introduction

If electronics manufacturers have a motto, it's probably this: *Innovate or Die*.

For years, the industry's rapid rate of innovation and consumers' insatiable demand of for greater capability and convenience have driven each other in a relentless upward spiral. Products that don't meet customer expectations are quickly replaced. Companies that don't heed those expectations rapidly lose market share.

For the most part, the electronics industry has done an amazing job of maintaining a high rate of capability increase and cost reduction. From wafer size to memory density to processor speed... capacity has doubled every two to three years and will continue to do so for many more. Innovations in system design, chip packaging, wireless and other technologies are bringing additional gains.

But one domain has failed to keep pace: power supplies.

For years, electronics manufacturers have relied on just two technologies for offline power supply and power smoothing applications: conventional cell batteries and supercapacitors.

But both of these technologies are decades old and hold marginal promise for further efficiency gains. Plus, they each have limitations that make them unsuitable for some applications, complicate power supply design and interfere with the latest manufacturing processes.

The challenges have become so great that the authors of the latest *International Technology Roadmap for Semiconductors* say, "power management is now the primary issue across most application segments."

Fortunately, a new power supply technology has emerged, one which overcomes the deficiencies of chemical cell batteries and supercapacitors, and which promises to solve the electronics "energy crisis." That technology is the **solid state battery**.

This paper will demonstrate the 8 key competitive advantages solid state batteries offer electronics manufacturers.

"John Cole is one of the few copywriters who combines both a deep technical background with a complete understanding of the customer acquisition benefits of well written white papers, technical briefs and case studies."

Steve Grady
VP of Marketing
Cymbet Corporation