



# NEWSLETTER

Issue 3 • February 2010



**NO GRID. NO WORRY.**  
- A NEW POWER SOLUTION  
IN ABSENCE OF GRID





**Björn Westerholm**  
Chief Executive Officer – myFC®

**MOBILITY IS THE STATE OF BEING IN MOTION**

*If you like outdoor activities such as trekking in Lechuguilla Cave in New Mexico, discovering large trees in southern Oregon, climbing the Valkyrie at The Roaches in Staffordshire, England or calmly kayaking to the outer archipelago islands near Stockholm, we “out-door’ers” have a few things in common. Like billions of people, we share the off-grid experience. Miles away from the electrical grid, we have communication needs for good and for bad.*

*In the developing countries, many inhabitants suffer from a similar lack of power every day. They need to communicate, but there is always an invisible problem. When encountered, communication becomes impossible because access to the grid is not available. For billions of these people, a few watt hours a day will make a big difference.*

*Change in motion results from an applied force. myFC’s driving force is to introduce our new charger line beginning with Outdoor / Recreation for Nordic markets and in select Developing World markets. The reason: we want billions of users to experience what it is like to be mobile for real (without a cord preventing you from climbing that wall, walking through that cave, paddling to an island out in the horizon, securing the business deal or simply making one extra phone call. From now on, mobility will be for real. People will be able to load up their iPods, Ipads, cell phones, GPS devices (whatever) with energy bringing along their myFCH3 charger.*

Bjorn

**NO GRID. NO WORRY. INTRODUCING myFC® H<sup>3</sup> SERIES**



On line and on the go use of cell phones and other handheld electronic devices has become the norm for the majority of people. Be it in developed countries where we want to be reachable and able to use our electronics at all times (no matter if we are in the woods hunting or out in the slopes skiing), or in emerging countries where 500 million people have a mobile phone but lack access to the grid<sup>1</sup> – the need of alternative power sources is a global problem.

**Ken Cooper, Strategic Business Developer myFC®:**

– Who will provide reliable, affordable power to charge the phones and other small electronics? Clearly, there are no practicable, convenient, affordable charging solutions currently available. Travel chargers are both impracticable and expensive. These portable power packs are essentially batteries. As such, they require recharging. And emerging market users still depend on fixed location kero-

sene generators, despite the widespread use of mobile phones.

**Bjorn Westerholm, CEO myFC®:**

– That is how we come to develop the H<sup>3</sup> series. We can see a gigantic need of having access of power to your portable electronic devices when you are away from the grid. This is the reality in both emerging and developed countries. We want people to be able to exploit the mobility that is offered by devices like iPhone, iPad and laptops, and not to be limited by the powergrid.

The H<sup>3</sup> charger is designed to provide power to small portable electronics away from the grid. It combines a thin, light design with engineered high performance and reliability at an affordable cost. At the heart of the charger is myFC®’s proprietary FuelCellSticker™ technology. It is made from foils and adhesives and form a flexible assembly less than 3 mm thick. The FuelCellSticker™ are reliably

and efficiently produced by a roll to roll, high volume manufacturing process.

**Bjorn Westerholm:**

– We are very proud that we have been able to solve both the technical challenges and the fuel questions that we have been facing. The fuel cell now works effectively under extreme environmental conditions, and the exterior housing is both rugged and durable. Fewer parts and simple construction means less to break. You bring with you as much fuel packets as you need, and you will have as much power as you want.

The H<sup>3</sup> charger and myFC®’s other coming products will for the first time be shown at the Mobile World Congress 2010 in Barcelona. If you are curious to take a look, you are very welcome to visit the booth. You will find myFC® in the Swedish Pavillion, stand 2F13.

<sup>1</sup> GSMA research / Wireless Intelligence

**HOW DOES IT WORK?**

The fuel cell inside the charger is a completely passive system. Without fans or pumps, the fuel

cell silently converts hydrogen into electricity via the Proton Exchange Membrane. To operate,

hydrogen must be supplied to the fuel cell, and the fuel cell must be exposed to the open air.



1. While in use, charger indicates state of operation.



2. Once charger is in shutdown mode, remove used fuel packet.



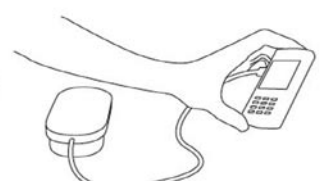
3. Put fuel packet into compartment.



4. Add water to line marking.



5. Close the compartment and charging starts.



6. Connect mobile phone to the charger, using the micro USB connector (and/or provided adapter).

## myFC® HAS A NEW LOOK

Soon you will see that myFC® has a new look. At the moment we are updating our graphical profile and it will be visible in time for Barcelona. You will also find that we have

a new homepage, adapted after our new market strategy. It will contain more information about our current and coming products, safety and regulations and info

about hydrogen as a future fuel but also you will be able to read some cleantech news.

## myFC® AT WORLD EXPO 2010 SHANGHAI



The grand event World Expo is this year held in Shanghai, with start May 1 and end October 31. And we are very proud to say that we were asked to be part of the Swedish Innovation Wall in the Swedish Pavillion. The wall celebrates Swedish inventions from past to present, and our products are shown side by side

with inventions like the dynamite, the first matches that couldn't self ignite, the Celsius thermometer and Skype. A very nice company indeed!

The World Expo has been held since 1851, with the intention to be a platform for exchanging innovative ideas and looking into the future and has gained increasing prominence as a grand event for economic, scientific, technological and cultural exchanges. This year, it is expected to be the biggest Expo ever, with at total of

228 countries and International organizations. The arrangers estimate that 70 million people will visit Expo 2010, with 95 percent of them being Chinese.

The theme Better City, Better Life gives a broad focus on the aspiration to create better living conditions in cities. This goes well in hand with myFC's product offer and value proposition, and the Expo will be a great opportunity for us to create an interest in our products from important Chinese decision makers.

## THE COMPANY

### WE NEED YOUR FEEDBACK

**Help us make this newsletter more informative and interesting.**

**Please contact [kristina.lindholm@myfc.se](mailto:kristina.lindholm@myfc.se) if you want to e-mail us your comments.**

**Visit [www.myfc.se/newsletter.html](http://www.myfc.se/newsletter.html) to subscribe/unsubscribe for coming newsletters.**

### NEW ADDITION TO myFC®

Ken Cooper joined myFC® as of 1 January, 2010 and is responsible for identifying and developing strategic growth opportunities and managing alliances with industry partners. Ken's background is in Strategic Business Development and New Product Marketing. He recently comes to myFC® from BIC where he initiated its fuel cartridge development program and identified myFC® as an excellent fuel cell partner.



Ken Cooper

www.myfc.se

• myFC® is a world leader in micro fuel cell, planar technology featuring power density over 600 mW/cm<sup>2</sup> and proprietary FuelCellSticker™ and Blade assemblies that are application and shape flexible. Our high performance fuel cell chargers and low cost fuel cell components efficiently extend battery life of portable electronics from cell phones to laptops.

• The myFC® mission is to provide high performance, affordable and

environmentally friendly mobile and energy solutions. We believe the benefits of powering your device should outweigh the costs in ways that simplify the lives of people throughout the world. As a responsible industry leader and corporate citizen, we choose recyclable and renewable materials whenever possible.

• myFC® is a privately owned Swedish company, headquarter in Stockholm. The company was founded in 2005.

**For more information, visit us at [www.myfc.se](http://www.myfc.se)**

**Contact information:**  
myFC  
Saltmätargatan 8 A  
S-113 59 Stockholm

