



## COTA® WIRELESS POWER AND SMART RETAIL

*Raise your retail sales IQ with wireless power*

### Wireless Power Makes Shopping Smarter

Retail is ready to take advantage of wireless power's potential—perhaps more so than any other industry. With continuous, uninterrupted energy and a new stream of in-store customer data, retail can theoretically save—and make—billions.

Consider how wireless power will impact and enable:

- Electronic shelf labels
- Smart shopping carts and cashier-free checkouts
- Recommendation engines and dynamic pricing
- In-store buying behavior and trend spotting

Cota is wireless power that will transform the shopping experience for businesses and consumers alike.

### Cota Wireless Power:

A 5-time CES Innovation Award Winner in 2016, 2017, 2018, 2019, and 2022!



*For your retail infrastructure, get the global standard in wireless power: Cota.*

**COTA WIRELESS POWER RECEIVER & TRANSMITTER**  
CE AND UKCA APPROVED, FCC APPROVED UNDER PARTS 15 & 18

### License Cota Technology

Licensing provides manufacturers freedom to design and innovate on in-store devices and equipment while allowing Ossia to focus on technology innovations and licensee support.

**Ossia does not manufacture any products that can be directly sold or resold through distributors.**

*Rethink the retail in-store experience with Cota.*

### Benefits of Wireless Power for Retail

In-store retail needs to get smart to compete with online sales. Real wireless power that delivers energy without cords, without charging mats, and without bulky batteries gives retail a chance to stand out.

- Design dynamic store recommendations and pricing
- Deliver dependable, continuous power to sensors in floors, shopping carts, and shelving automatically
- Gain real-time data on buyer behavior, inventory, and demand and respond and deliver instant promotions and notifications
- Analyze and identify merchandising and store flow optimization possibilities
- Give visitors with Cota-powered mobile devices a reason to linger in store

*Receive power over distance, in motion, without line of sight.*

### Cota Wireless Power Technology Streamlines the Shopping Experience

Smart wireless power not only allows store designers to create tools that automatically charge without large battery space requirements or running cables, but it also allows for a flow of information that will help retail companies provide better service.

Cota is:

- Wireless power without cables, plugs, or charging mats
- Power delivered safely over air at a distance
- A two-way communication tool that can be managed and secured over the cloud

**Cota wireless power technology is ready to be integrated into your product today.**

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*Ossia: Leading the World on What Is Possible*

**OSSiA®**  
REAL WIRELESS POWER

Ossia is a technology company headquartered in Redmond, Washington.

[www.ossia.com](http://www.ossia.com)