



## Trends In Mobile Charging

Wireless technology is changing the way we power up our devices.

More and more people are powering up their devices without plugging in. Now that all the major phone manufacturers are integrating wireless charging, you no longer need different cables for different phones.

Why should you pay attention to this new technology? Wireless charging is growing fast. The global wireless charging market is expected to reach \$37.2 billion by 2022, representing growth of 44.7% from 2016 (Allied Market Research).

Much of increased attention and popularity came when, in fall 2017, the iPhone X, iPhone 8a and iPhone 8 Plus became the first Apple phones to integrate wireless charging, giving demand for wireless chargers a big boost. This demand doesn't appear to be slowing anytime soon.

A wireless phone charger is becoming a pretty universal way to promote a brand – it's not just limited to tech companies and trend-focused organizations that skew younger. Everyone has a phone, and with the new iPhones on board, wireless charging is everywhere. Let's also consider the wow-factor created when you simply place your phone on a pad and it charges without any cumbersome wires.

So where do you start? Here's the terminology and considerations you'll need to understand to arrive at the best wireless charging device for your brand.

## 1. Wireless Charging Pads

A [wireless charging pad](#) is a small disc that you sit your phone on when you need to charge it. They're not entirely wireless, because they still have to be plugged into a wall outlet, but they do free you from having to plug a cable directly into your phone. Wireless charging pads come in a variety of colors and materials.

## 2. Wireless Charging Power Banks

These [devices](#) let you charge your phone wirelessly without plugging into an outlet. Simply charge these devices as you would a traditional power bank and you can charge your phone on the go without any cables.

## 3. Qi Standard

[Qi \(pronounced "chee"\)](#) is THE universal standard for wireless power transfer. It's the only standard that can be found built right into phones from all the major phone manufacturers. More than 140 phone models from major manufacturers are Qi-enabled.

Qi is not the only wireless charging method available, but it's the first one that is supported by the largest and most-influential smartphone makers: Samsung (Android) and Apple (iPhone 8 and X).

## 4. Multi-Function Wireless Chargers

Twice the tech! These wireless charging pads and power banks have additional features such as [Bluetooth speakers](#), [LED lamps](#) and [desk organizers](#).

**The Bottom Line** - Right now, wireless charging is one of the most important movements in tech.



7121-02\_REG  
[Qi Wireless Charging](#)  
[4,000 mAh Power Bank](#)



7141-15\_REG  
[Range Wireless Charging](#)  
[LED Lamp](#)



7121-52\_REG  
[Glisten Light Up Wireless](#)  
[Powerbank/ 2-in-1 Cable](#)



SM-2804\_REG  
[Rustic Wireless Charging](#)  
[Pad](#)