

NOWI PRESS KIT

BRINGING CONNECTIVITY TO LIFE



A man with a beard and short hair, wearing a light-colored button-down shirt, is smiling. He is holding a small, open electronic device in his right hand and a black remote control in his left hand. A large, teal-colored circle is superimposed over the background, partially obscuring the man's face and body. The text "WHO WE ARE" is written in a bold, sans-serif font, with "WHO" in black and "WE ARE" in teal, positioned within a white rectangular area that is also partially obscured by the teal circle.

WHO WE ARE

ABOUT NOWI

Nowi is a **semiconductor** company based in Delft, the Netherlands that specializes in the development of energy harvesting power management technology.

Nowi has designed leading energy harvesting Power Management Integrated Circuits (PMIC), which combines the **lowest BOM** cost with the **smallest PCB footprint** and the **best average harvesting performance**.



Year
Founded

2016

Funding
Raised

\$14m

Patents
Received

8

Innovation
Awards

9

Years of Product
Development

5

NOWI VALUE CREATION

Fundamentally Nowi believes that for the physical world to be connected to the digital world, a **new approach** for powering devices is required.

Traditionally we power devices by bringing energy to them, in the form of batteries and cables. However at the incredible scale of a connected world this has become a limiting factor.

Instead of bringing energy, Nowi aims to **enable products** to use the energy that is **already available** at its location.

> NOWI'S MISSION -
connecting the physical world to the digital world by solving the power bottleneck in low-power devices. **<**

Nowi designs, manufactures and supplies **Energy Harvesting** and **Power Management** Integrated Circuits that enable our customers to develop the **best** products in the **simplest** and **most cost effective** way.

POSITIVE ENVIRONMENTAL IMPACT

15 BILLION

Primary Batteries
Are Disposed
per Year



SIMON VAN DER JAGT

CEO at Nowi

Energy harvesting is a credible solution to meaningfully reduce the electronic waste footprint of the world. Not only does it help the environment by reducing the number of primary batteries being discarded but also by reducing the volume of raw materials being mined due to the extending of the lifespan of existing batteries.

“ As we continue to connect the physical world to the digital, we risk causing immense harm by generating ever more e-waste. Energy harvesting’s potential is more than just cost savings, it is first and foremost one of the best methods to ensure a sustainable future of electronics. ”



OUR TEAM

MEET THE TEAM



Simon van der Jagt
CEO & Founder



Omar Link
COO & Founder



Anja van Stokrom
CFO



Arie van Staveren
CTO



Chris Juliano
CCO

40

Team
Members

5

PhDs

20

MScs

15

Nations

ADVISORS & COLLABORATIONS



**Ad
Scheepbouwer**

Investor & Advisor



**Prof. Dr. Ir.
Wouter Serdijn**

Full professor at
TU Delft



**Dr. Przemysław
Pawełczak**

Head of embedded
systems lab;
Professor at TU
Delft



**Ivo de la Rive
Box**

Founder and CEO
of Quby B.V.



**Jan Willem
Klerkx**

CCO Scyfer



Bob Stassar

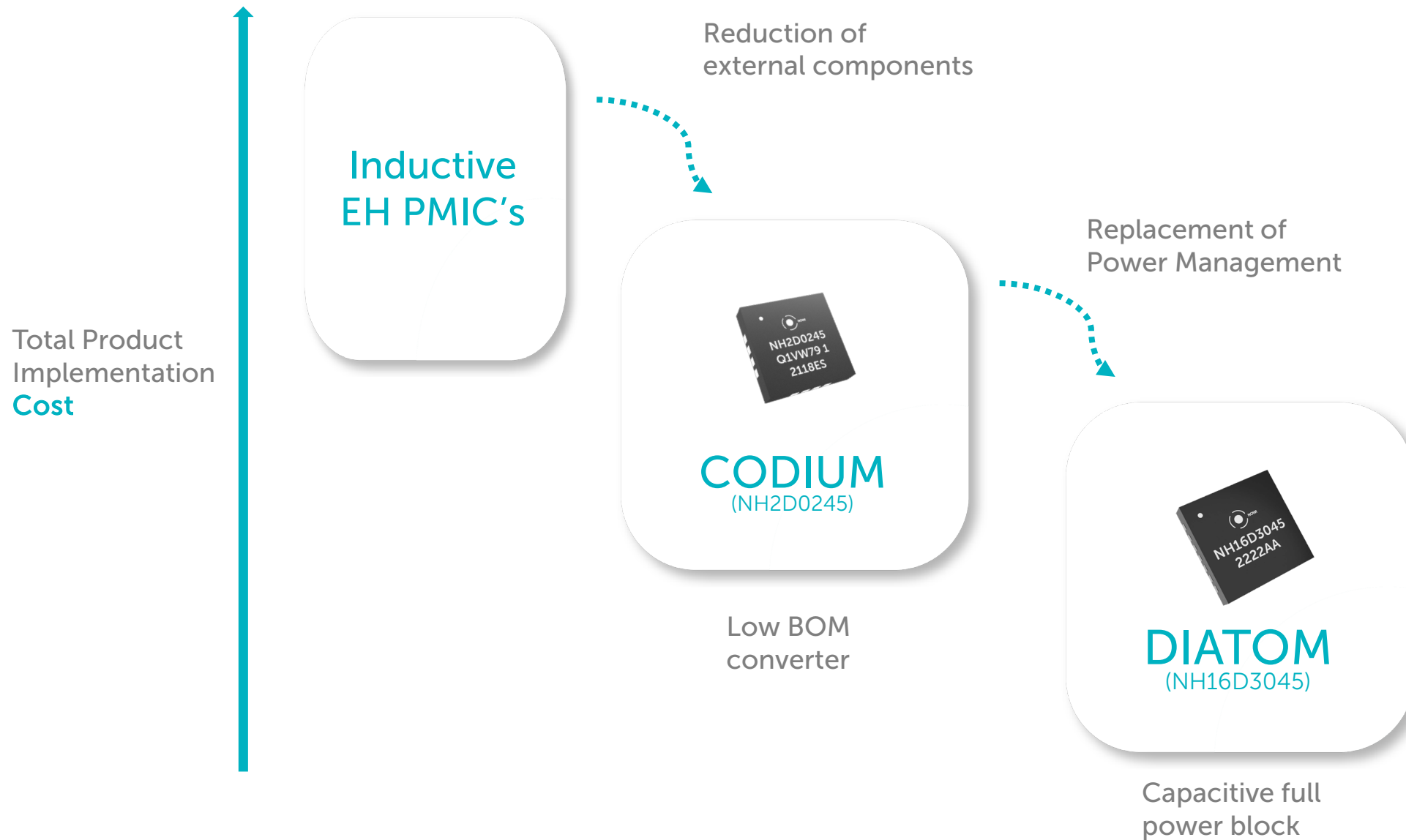
Partner at PNO,
Managing Director
Stadsburgreeve



EMBEDDED SYSTEMS GROUP
MICROELECTRONICS GROUP

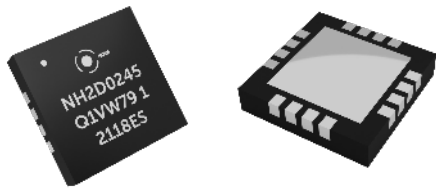
A grayscale photograph of a microchip on a wafer, with a large teal circle overlaid in the center. The chip has some markings, including a circular logo and the letters 'NA'.

PORTFOLIO **FACT SHEET**



CODIUM ENERGY HARVESTING PMIC

CODIUM (NH2D0245)

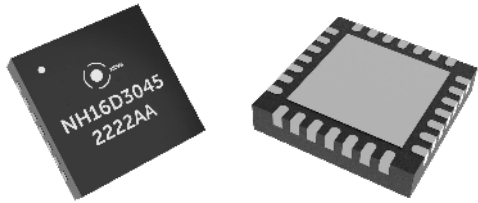


[MORE INFO](#)

- High performance
- Compact QFN package – **only 3x3 mm**
- Just **one** external capacitor
- Assembly footprint of $\sim 12\text{mm}^2$
- Optimized to **efficiently harvest energy** from indoor and outdoor ambient **light**
- MPPT adapts within **1 sec**
- Best suited for most **low power** applications

DIATOM ENERGY HARVESTING PMIC

DIATOM (NH16D3045)



- High performance
- Broad power range from **10 μ W** to **100mW**
- Assembly footprint of **<20mm²**
- Optimized to **efficiently harvest energy** from a wide range of ambient **sources**
- Cold start feature, enabling **batteryless**
- MPPT adapts within **0,5 sec**
- Regular set of **power management features** such as USB charging and OVP

[MORE INFO](#)

NOWI KEY FEATURES

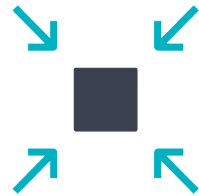


SIMPLE

- + Reduced BOM
- + No pre-programming required



THE EASIEST ENERGY
HARVESTING
SOLUTION TO
INTEGRATE



SMALL

- + Innovative design
- + Compact size
- + <20mm² assembly area



THE SMALLEST
ENERGY HARVESTING
SOLUTION ON THE
MARKET



COST-EFFECTIVE

- + Ultra-small PCB assembly footprint
- + No inductors needed
- + Power management



98% BOM SAVINGS



HIGH PERFORMANCE

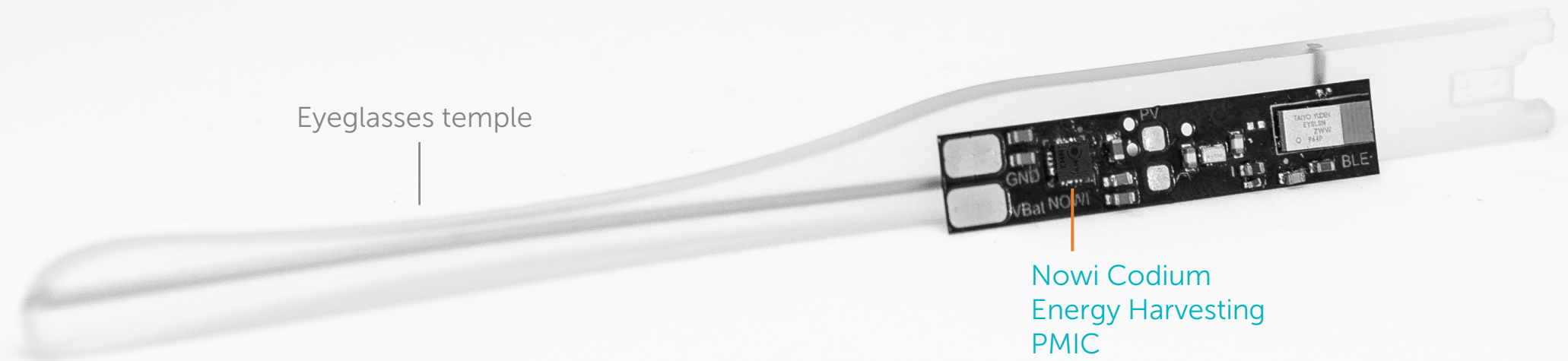
- + Fast MPPT
- + Up to 95% power conversion efficiency
- + Large power range



INDUSTRY LEADING
MPPT PERFORMANCE

NOWI ENERGY HARVESTING

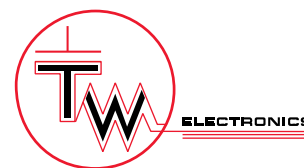
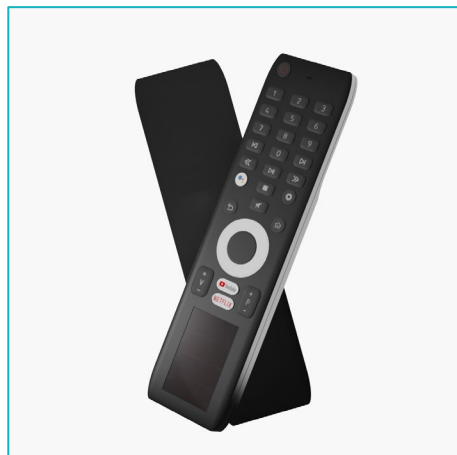
COMPACT SIZE PCB SAMPLE



NOWI ENERGY HARVESTING APPLICATION SAMPLES

[MORE INFO](#)

SOLAR HARVESTING TV REMOTE CONTROLS



NOWI ENERGY HARVESTING APPLICATION SAMPLES

[MORE INFO](#)

SOLAR HARVESTING ELECTRONIC SHELF LABELS (ESLs)



 **OPTICON**

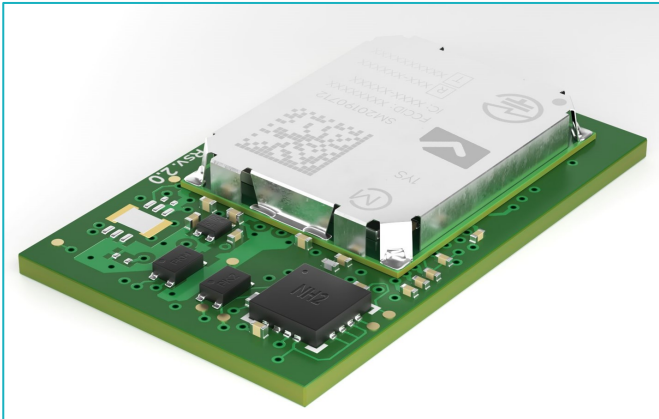



DIGETY

NOWI ENERGY HARVESTING APPLICATION SAMPLES

[MORE INFO](#)

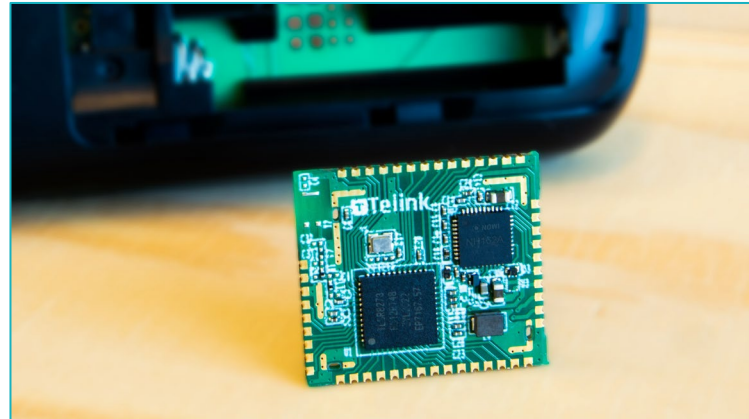
AUTONOMOUS NB-IOT
DEVELOPMENT PLATFORM



muRata
INNOVATOR IN ELECTRONICS

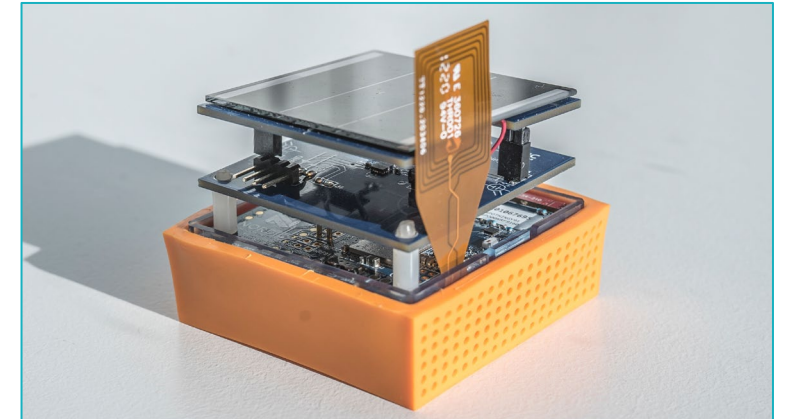


CONNECTIVITY MODULE
WITH ENERGY HARVESTING



Telink

THINGY:91 PROTOTYPING
PLATFORM FOR CELLULAR IOT



NORDIC
SEMICONDUCTOR



MEDIA **LIBRARY**

COLORS & LOGO



C75 M5 Y25 K0

R0 G178 B193

#00B2C1



C70 M60 Y60 K45

R64 G64 B64

#404040



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FONT

Museo Sans 100

Museo Sans 100 Italic

Museo Sans 300

Museo Sans 300 Italic

Museo Sans 500

Museo Sans 500 Italic

Museo Sans 700

Museo Sans 700 Italic

Museo Sans 900

Museo Sans 900 Italic

Bringing Connectivity to Life

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PHOTOS



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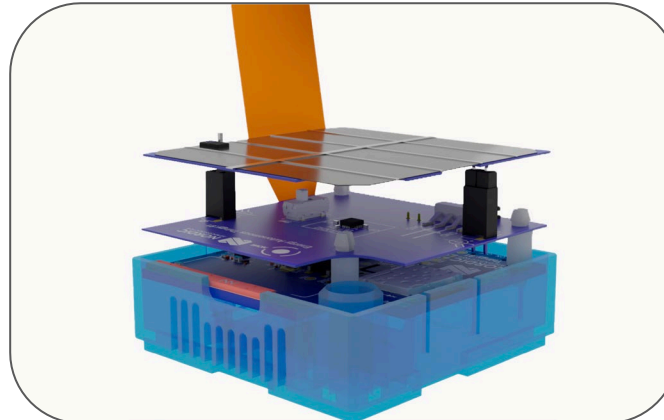
VIDEOS

DIATOM LIVE PRODUCT LAUNCH



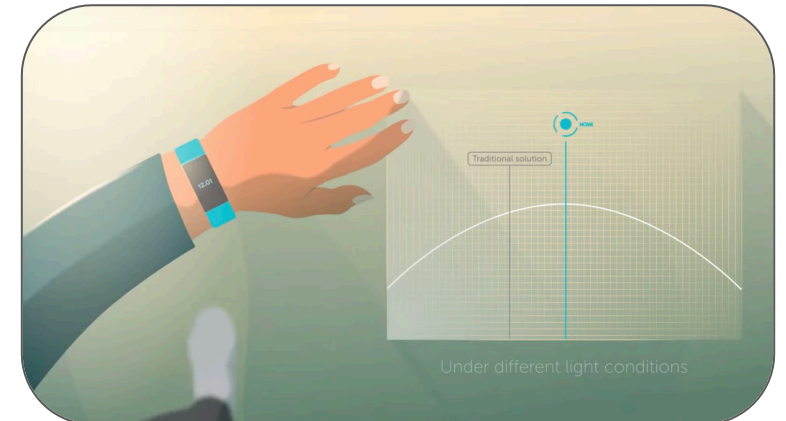
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NOWI POWERED ENERGY AUTONOMOUS NORDIC THINGY:91 PLATFORM



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NOWI's UNIQUE MPPT



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PRESS RELEASES

- + TELINK INTRODUCES ENERGY HARVESTING MULTI-PROTOCOL WIRELESS CONNECTIVITY MODULE TO ENABLE BATTERYLESS SOLUTIONS
- + DIGETY UNVEILS GREEN ESL POWERED BY NOWI AT EURO CIS 2022, FOR A SMARTER AND MORE SUSTAINABLE RETAIL SYSTEM
- + NOWI LAUNCHES NEW CHIP WITH EXTENDED ENERGY HARVESTING CAPABILITIES AND NEW POWER MANAGEMENT FEATURES
- + MURATA, DEUTSCHE TELEKOM AND NOWI ANNOUNCE WORLD'S SMALLEST ENERGY HARVESTING NB-IOT MODULE WITH DEUTSCHE TELEKOM'S INTEGRATED NUSIM
- + FIRST SIGFOX ENERGY HARVESTING MODULE IN PARTNERSHIP WITH HT MICRON AND NOWI

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PRESS RELEASES

- + **TW ELECTRONICS** CHOOSES NOWI AS A **TECHNOLOGY PARTNER** TO DEVELOP REMOTE CONTROLS WITH UNLIMITED BATTERY LIFE
- + **REMOTEC** AND NOWI'S **STRATEGIC PARTNERSHIP** TRANSFORMS THE INDUSTRY BY INTRODUCING SOLAR HARVESTING REMOTE CONTROLS
- + NOWI, NAMED AS **CES INNOVATION AWARDS** HONOREE, WILL BE ATTENDING CES 2022 WITH DUTCH TRADE DELEGATION
- + NOWI AND **OPTICON** SHARE EXPERTISE TO DEVELOP **PERPETUALLY POWERED ESLS** FOR A SMARTER RETAIL
- + **TELINK & NOWI** OFFER **ENERGY HARVESTING FOR TV RCUS** TO MEET SURGING PRODUCT DEMAND FOR ENVIRONMENTALLY-CONSCIOUS CUSTOMERS

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PRESS RELEASES

- + **REMOTE SOLUTION** CHOOSES NOWI AS **PARTNER** TO DEVELOP SOLAR-POWERED REMOTE CONTROLS
- + NOWI & **MURATA PARTNERSHIP** ENABLES DEVELOPMENT OF LORA ENERGY AUTONOMOUS PLATFORMS
- + **CELLULAR IOT DEVELOPMENT PLATFORM** SPEEDS TIME TO MARKET FOR PLUG AND FORGET IOT DESIGNS
- + NOWI AND INDUSTRY PARTNERS ANNOUNCE RENEWED **ENVIRONMENTAL FOCUS** TO REDUCE BATTERY WASTE
- + **TELINK** ANNOUNCES **ELECTRONIC SHELF LABEL** DESIGN THAT NEVER REQUIRES A BATTERY CHANGE

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PRESS COVERAGE



"I THINK WE HAVE A PRETTY GOOD LEAD AT THE MOMENT"

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NOWI'S MICRO FOCUS POWERS MACRO IMPACT ON
SUSTAINABLE ELECTRONICS

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DUTCH INVENTION ENSURES THAT YOUR REMOTE CONTROL
NEVER RUNS OUT

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MACRO ENVIRONMENTAL EFFECT OF MICRO ENERGY
HARVESTING

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OPEN INNOVATION PROGRAM: NOWI COLLABORATES WITH
MULTIPLE RESEARCH INSTITUTIONS TO ACCELERATE THE
DEVELOPMENT OF ENERGY HARVESTING TECHNOLOGIES

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PRESS COVERAGE



INTERVIEW WITH NOWI (2021)

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INTERVIEW WITH NOWI (2020)

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DESIGN CHALLENGES WHEN USING ENERGY
HARVESTING – VIRTUAL ROUNDTABLE

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ENERGY HARVESTING PMIC AVAILABLE AS
SAMPLES

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SAN FRANCISCO

HEADQUARTERS
DELFT, THE NETHERLANDS

SHANGHAI

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