

Press Release

January 14, 2015

New pocket mini-power plant to be launched!

German researchers develop revolutionary charger using fuel cell technology and raise around 600,000 dollars on kickstarter.com in just a few days to finance their “kraftwerk”

Dresden, January 14, 2015. Last week, on January 5, 2015, eZelleron Inc. launched its recently developed pocket mini-power plant “kraftwerk” on the US online platform kickstarter.com. Within just a few days, the company picked up more than 4,500 backers worldwide, garnering some 600,000 dollars.

“We are delighted at the positive response we have had from all corners of the world. We have already received more than 6,000 pre-orders from the US, Europe and Asia. This high level of interest also demonstrates that there is a significant demand for off-the-grid solutions all over the globe,” emphasized Dr. Sascha Kühn, President and founder of eZelleron Inc.

kraftwerk, the pocket mini-power plant, uses innovative fuel cell technology. Protected by 27 patents, the system converts standard camping gas or lighter gas directly into electricity. This gas is available cheaply all over the world. The highly efficient device can be easily refilled again and again, in seconds. kraftwerk is then ready to go and provides energy for an astonishing 11 iPhone charges.

“We’ve reached our first funding goal. Now we’re looking for even more backers for our project, so that we can develop additional versions of the pocket mini-power plant,” explained Sascha Kühn. The company is planning to offer kraftwerk initially in three versions: the standard version for everyday use, a particularly robust outdoor version, and a luxury version. If the one million dollar mark is reached, the company will add a special engraving to all kraftwerk devices ordered on kickstarter.com. If funding reaches 2.5 million dollars, there are even plans for an exclusive Pioneer edition which can only be ordered during the crowdfunding campaign.

“Our product represents a quantum leap in terms of performance and availability compared to conventional battery chargers. With just one charge of gas, the user is completely independent of the grid for weeks and can charge a smartphone, tablet or digital camera anywhere and at any time,” added Sascha Kühn. kraftwerk is a small, portable power plant, the size of a cigarette box. The handy and extremely lightweight device – weighing in at just 200 grams – provides reliable power anytime, anywhere, and it never needs to be connected to an electricity supply or a power outlet. kraftwerk



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gives users a whole new dimension of freedom and independence for the power supply of their mobile electronic devices.

eZelleron GmbH aims to ship kraftwerk, which has already been produced in a range of flawlessly functional prototypes, at the end of 2015.

eZelleron founder Sascha Kühn and campaign backer Professor Prabhakar Singh, UCONN, will be in Daytona Beach, Florida (USA) as organizers of the 12th International Symposium on Solid Oxide Fuel Cells (SOFC) from January 25 to 30, 2015. Sascha Kühn will also be presenting more details on the prototypes at the Symposium.

If you're interested, now is the time to order your own kraftwerk through kickstarter for as little as 99 dollars. It will be shipped right after the start of series production. By placing an order, you are helping to finance the next steps. After the campaign, the pocket mini-power plant will retail at 149 dollars.

About eZelleron Inc.

eZelleron Inc. is a subsidiary of eZelleron GmbH, based in Dresden, Germany. eZelleron is an innovative start-up company that was founded as a spin-off from an institute of the world-renowned Fraunhofer-Gesellschaft. Since its founding in 2008, eZelleron has been developing low-emission energy sources as mobile power supplies. The CEO and head of eZelleron's team of 25 experts is Dr. Sascha Kühn.

After graduating in materials science, Sascha Kühn obtained his doctorate in the field of high-temperature fuel cells, and has many years of experience including as Director of Research for a European fuel cell company. He is the author of 30 patents and has already won several industry awards.

You can find more information about kraftwerk at [Kickstarter](#) and [hellokraftwerk.com](#).

PRESS KIT: www.hellokraftwerk.com/press

KICKSTARTER: <https://www.kickstarter.com/projects/265641170/kraftwerk-highly-innovative-portable-power-plant>

VIDEO: https://www.youtube.com/channel/UCCxR3QkDnCPcX_UFR058OaQ

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