



## InstaLoad™ Battery Installation Technology

### Frequently-Asked Questions (FAQ)

#### Business / Commercial

##### **1. Is the InstaLoad™ Battery Installation Technology a cost saver?**

InstaLoad™ technology is not positioned as a material, cost-saving solution at this early stage. The cost of materials will vary from design-to-design and device-to-device. Typically, Licensees may see material costs using InstaLoad™ technology staying the same or being marginally higher vs. their existing designs. As the technology is adopted by more companies, we anticipate higher volume efficiencies from suppliers translating into cost reductions over time.

##### **2. What is the material cost associated with the InstaLoad™ technology?**

Material costs are highly dependent on the battery carriage design and battery sizes accommodated by your device. Since InstaLoad™ is an Intellectual Property technology license, and not a product, the Licensee cost will be related to the material used for the contact design from their supplier - plus the Microsoft royalty fee (if applicable).

##### **3. Why should we consider changing to InstaLoad™ technology, since our technical support team has not received battery installation complaints?**

Battery installation is typically not a high driver of product tech support calls by itself, but it can be a factor for a bad customer experience and unspoken frustration with a product – leading to reduced customer loyalty. Typically, users can figure out that batteries are installed incorrectly after two or more attempts. The more batteries a device requires, the more opportunity for incorrect installation. Removing the issue of incorrect battery installation is one way to help deliver a better user experience and offer a value-added differentiator versus competitive products in a commodity product category. In a well thought out user experience, InstaLoad™ technology can also help make the difference in the premium battery-operated device category.

##### **4. If my company is a retail market brand, can my manufacturer receive a license directly from Microsoft?**

Yes. Microsoft offers flexible licensing terms and can work directly with your manufacturer to obtain an InstaLoad™ technology license directly from Microsoft. Likewise, as long as both the retail brand and their manufacturer are covered under a valid Microsoft NDA, the technical information can be shared between companies.

##### **5. Why should I consider InstaLoad™ technology if I'm not sure I can get a price premium for this additional feature?**

In today's competitive market, a differentiating feature, such as InstaLoad™ technology, could lead to a sale over a similarly-priced competitive product without the feature. In a market of downward price pressures, an additional value-added feature, such as InstaLoad™ technology, could help to maintain price points and product margins.

##### **6. How will end users know to look for the InstaLoad™ Battery Installation Technology?**

Microsoft will license the trademark to InstaLoad™ technology Licensees for use on their packaging, sales literature, websites, and point-of-sale collateral. The Licensee community, through existing sales channels, will help to educate consumers to look for products featuring the InstaLoad™ technology (i.e. reversible battery installation). For example, a user may have purchased a lighting product from Brand X featuring the InstaLoad™ technology. Having had a good experience with Brand X products, the user will look to purchase other Brand Y and Z products (cameras, toys, battery chargers, remote controls, etc.) which feature the InstaLoad™ trademark and technology.



- 7. Is there a trademark or logo program around this technology?**  
Microsoft has developed a trademark program for the InstaLoad™ technology. Intellectual Property Licensees will receive the rights to use the trademark on packaging, literature, etc.

### Patent-Related

- 8. Does Microsoft have any patents issued on this technology?**  
Yes. Microsoft has US patent numbers #7,527,893 and #7,857,658 issued. In addition, 5 pending patent applications have been issued (2 of them published) - along with international patent filings.

### Technology

- 9. What types of batteries does this technology apply to?**  
The InstaLoad™ technology applies to various cylindrical-type batteries commercially available today: AA, AAA, C, or D-sized battery types - including specialty, disposable and rechargeable.

- 10. Is Microsoft using the InstaLoad™ technology in any of their battery-operated products?**  
Microsoft does not have the InstaLoad™ technology in products shipping today. No comment can be made on the status or technology plans for future products.

- 11. Is there a competitive alternative to this technology?**  
The primary alternative to the InstaLoad™ technology is for the device supplier to "do nothing". Electronic alternatives, that tend to dissipate battery power much faster (i.e. not green), have not been widely adopted for this reason.

- 12. Can I retrofit my existing product or should I include this technology in my next generation product?**  
Design decisions are owned by the Licensee and will vary on a case-by-case basis. Microsoft anticipates that Licensees will build InstaLoad™ into a longer-term product roadmap by using the InstaLoad™ technology as part of an overall, power platform strategy.

- 13. Will Microsoft be the primary supplier of the InstaLoad™ Battery Contacts hardware?**  
No. The InstaLoad™ technology is offered as a Technology/Intellectual Property license. Battery device suppliers will be referred to a list of licensed component manufacturers to source the physical battery contacts.

- 14. Can Microsoft refer me to a battery contact supplier to get started?**  
Yes. Microsoft is in the process of qualifying and licensing a short list of reputable component manufacturers for the supply of InstaLoad™ contacts. Battery device suppliers will be directed to these component suppliers via the InstaLoad™ website. The advantage to consolidating the source of supply with the licensed manufacturers is that all battery device suppliers could benefit from the cost savings associated with the combined unit volumes of ALL InstaLoad™ customers.

### Licensing

- 15. How much is the license fee for InstaLoad™ technology?**  
You may contact a LICENSED component manufacturer – where the royalty fee is paid by the component manufacturer and is included in the sales price of the physical InstaLoad™ battery contacts.