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The Alliance for Wireless Power (A4WP) announces the consumer brand for its wireless power technology-- Rezence, a name the alliance will use to support the A4WP product certification program.



Apparently "Rezence" combines "resonance" and "essence" to provide a catchier name to the non-radiative magnetic resonance technology differing the A4WP standard from the others. As a logo it gets a letter Z with an electricity symbol running through the middle.

The alliance insists the wireless charging technology can charge "all types of electronic devices," and can be integrated in "almost any surface."

“The launch of our new Rezence brand represents an important milestone as we finalize the A4WP product certification program and A4WP members bring the first wave of Rezence-enabled products to market in early 2014,” A4WP president Dr. Kamil A. Grajski says.

A4WP counts 70 companies as supporters, including Samsung, LG, Intel, Qualcomm, Broadcom, HTC and an unnamed "major" PC OEM. However such support is non-exclusive-- Samsung, LG, HTC and Qualcomm also make part of the bodies running alternative wireless charging standards Qi (Wireless Power Consortium) and Power 2.0 (Power Matters Alliance).

Rezence-branded products should debut at CES 2014. No details on actual products are currently available, but expect smartphones and tablets as well as charging stations and embedded chargers.

Go A4WP Unveils Rezence Brand