



Case Study – A Battery Company Asked For Impact Of Intersecting Industries On Battery Business

Value Delivered – Client was able to discern how the growth of wireless charging would affect primary battery market and was also able to gain an insight on the players' activities who were bringing about this change in the battery landscape.

Problem to be solved – A battery giant was concerned about the impact of parallel technologies on increase/decrease in sale or replacement of primary battery in different product segments. Further, they wanted to understand the commercial success of those technologies to strategize.

Solutions offered – GreyB analyzed the research trends and studied the research focus of intersecting domains to identify various aspects of batteries getting impacted. Further, the improvements captured from intersecting domains were studied for the business impact and on the batteries. GreyB captured also studied the top players in shortlisted areas and performed assessment analysis on those to evaluate the market penetration trend and success rate of those companies to help our client understand the SWOT and plan their R&D efforts accordingly.

Application Areas Being Impacted

Which application areas of primary battery are impacted by research in wireless charging?



Wireless Mouse



Wearable Devices



Electric Vehicles



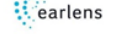
Implantable Medical Devices

Impact on Hearing Aid Battery Market

What aspects of batteries are being addressed by wireless charging? What solutions have been devised?



Modern digital hearing aids include a number of functions, such as situation-based real-time processing, binaural algorithms, and streaming; this has significantly increased the demand of onboard battery's performance in terms of its cycle life, efficient powering and environmental impacts. Consequently, there has been demand of rechargeable hearing aids/rechargeable batteries for the market.¹



Market has already witnessed wirelessly rechargeable hearing aids by California-based Earlens², which eliminates the need to replace small batteries; hence countering battery's issues of low cycle life and environmental toxicity.²

This is a huge threat to primary batteries considering that the domain of hearing aids has been dominated by primary batteries till now.



Company



Issue Focused



Solution Proposed



Exemplary Patents

lhear Medical Inc

Form Factor, Cycle Life

The invention proposes a rechargeable canal hearing device and a charging system. The device is charged by placing it into a receptacle cavity of the charging station. It solves the issue of replacing the batteries from the device. Moreover, it allows the use of small

Imhear Corporation

Hitachi



Household Items

Aspects of Battery/Power Cells Being Impacted

Solutions Being Proposed In Patent Literature



Modification in Battery/Power Cells



Modification in Wireless Power Transfer Process/System



Modification in Device

