

NXP Semiconductors

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PROJECT OVERVIEW

Infographics should provide consumers with relevant information about wireless charging technologies and inspire them to request these products from tech producers.

CONTENT OBJECTIVES:

- Create consumer awareness about wireless charging technology.
- Encourage designers to integrate this new technology into their product designs.

WHO THE READERS ARE:

- Tech users (universal)
 - Specifically early adopters of tech, or those who are not aware of emerging charging technology.
- Design engineers

WHAT NXP CONTENT IS:

- **Accessible:** Content should provide an overview of the technology, not the nuts and bolts. Consumers of all technical levels should be able to understand it.
- **Entertaining:** Content should offer new information that is engaging and visually appealing.
- **Inspirational:** Content should inspire readers to want a wireless charging option and push them to learn more about the technology.

WHAT NXP CONTENT IS NOT:

- **Overly Technical:** Content should not be laden with industry jargon or technical terms. Though it seeks to inspire engineers, it should not use language only experts would understand.

ADDITIONAL EDITORIAL RULES:

- Do not mention Powermat, as NXP does not currently offer this charging option.
- Avoid statistics around the health risks of wireless charging (e.g. fire hazard, cancer, etc.).
- Do not mention competitors MediaTek, Broadcom, OnSemi, Texas Instruments, or IDT

WHERE THE CONTENT WILL LIVE:

- nxp.com (prior to merger)

CONTENT FORMATS:

- Infographics: Decision Tree and Numbers & Stats