Retail Innovation Shout Out: IKEA Launches Furniture that will Charge Your Phone

by Hajar Abu-Zayed

How many times have you misplaced your smartphone charger, spent countless hours untangling wires, or had to crawl under the table and search in the dark for a power outlet? It seems a world without these problems is soon upon us. Furniture maker IKEA has announced the release of furniture that can wirelessly charge compatible smartphones. They have teamed up with solution provider Qualcomm to create WiPower. WiPower will be embedded within furniture such as work desks, nightstands, tables, etc. and will wirelessly charge compatible smartphones when they are placed in contact with the surface. Imagine being able to charge your phone by simply placing it on your desk next to your computer! The wireless-charging-capable furniture also has the ability to charge more than one device at a time – saving you the hassle of carrying multiple cords. This technology will also be available in an alternative form factor allowing wireless charge to tablets.

Not in the market for new furniture? IKEA also announced the availability of a kit that will allow people to customize existing furniture with a wireless charging spot. The wireless-charging-furniture is expected to be available at IKEA stores in North American and Europe on April 15.

Thanks to IKEA for yet another product innovation that makes our lives easier.

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