

NEW YORK, NY, September 26, 2013 **/24-7PressRelease/** -- A smart case. It's just what a smartphone deserves.

BuQu Tech (www.BuQuTech.com) today announced that the company will launch a Kickstarter campaign on October 1, aimed at bringing to market ChargeSmart, a patent-pending smart battery case for the iPhone 5 and 5S. With a funding goal of \$55,000, the campaign will run through October 31.

The company made the announcement on the eve of Pepcom's Holiday Spectacular, an early look at what's likely to be the hottest consumer electronics gear this holiday season.

Kickstarter (www.kickstarter.com) is a new way to fund creative projects - everything from films, games, and music to art, design, and technology. Kickstarter is full of projects, big and small, that are brought to life through the direct support of the online community. Since launching in 2009, more than 4.8 million people have pledged in excess of \$787 million, funding more than 48,000 creative projects.

Lightweight and sleek, ChargeSmart from BuQu Tech will more than double the runtime of the smartphone while protecting it against everyday hazards like drops, bumps, and moisture. But it won't stop there: ChargeSmart's charging algorithms will extend the life of the phone's internal battery by as much as 50 percent.

The ChargeSmart Kickstarter campaign will feature a tiered rewards system, acknowledging pledges at various levels with an attractive array of incentives and spiffs. Among the rewards: the battery case at a Kickstarter price below MSRP; an "early adopter price" below the Kickstarter price; a BuQu Tech exclusive portable mobile battery; and a combination of various BuQu Tech battery products. At the apex of the rewards ladder, an especially generous pledge will secure a trip to Las Vegas during CES.

"We're experts in smart power products with more than 25 years' experience in portable power," said Ophir Marish, CEO of BuQu Tech. "What makes ChargeSmart different is that it will extend the life and performance of the iPhone's internal battery. ChargeSmart comes with an app, available for free from the Apple App Store, that will communicate with the ChargeSmart battery case, using proprietary charging algorithms to charge the iPhone's internal battery. The result? The iPhone's battery will run better, for longer.

"This isn't just theory," Marish said. "We've developed our algorithms by charging and discharging batteries thousands of times. The ChargeSmart app will also let you do cool stuff no other battery case can do."

The ChargeSmart Power Reserve feature will, for example, enable users to set aside any percentage of ChargeSmart's power that will not be used unless specifically activated -- perfect for an emergency or just to ensure that the user has enough power to make it through the day. Users can also turn the battery case on and off, dim the LEDs, and see the real-time battery status for both ChargeSmart and the iPhone batteries, and the combined remaining run time between the two.

BuQu Tech most recently announced the expansion of its Magnetyze family of protective cases and magnetic charging systems and accessories to include the newly announced Apple iPhone 5S and 5C smartphones. Magnetyze by BuQu Tech applies patent-pending magnetics technology to keep iPhone and Android smartphones protected, charged and ready to "grab and go."

BuQu Tech is a subsidiary of Battery-Biz Inc., the leading U.S.-based manufacturer and distributor of consumer electronic power accessories. The company was honored as an International CES Innovations 2013 Design and Engineering Awards Honoree for its Magnetyze magnetic charging system. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 29 product categories.

About BuQu Tech BuQu Tech (www.BuQuTech.com) is a subsidiary of Battery-Biz, Inc., the leading U.S.-based manufacturer and distributor of rechargeable batteries, adapters and chargers for portable electronic devices. BuQu Tech (pronounced "boo-koo") imagines, develops and builds high performance products for smartphones and tablets, and is the first accessories platform to support both Apple and Android smartphones. The Magnetyze family of universally compatible smartphone accessories uses patent-pending conductive magnetics technology to charge smartphones while the Magnetyze case simultaneously protects them from harm. Magnetyze products are available at <http://www.magnetyze.com>. BuQu Tech is based in Camarillo, Calif.

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