



Belgrade,  
23<sup>th</sup> of June, 2012.

## **Strawberry Mini at EUSEW2012**

### **“Strawberry energy” presents small portable solar charger for mobile devices “Strawberry Mini” in Brussels**

Following the great success of last year competition of EUSEW2011, on behalf of the Executive Agency for Competitiveness and Innovation (EACI) in European Commission, young Serbian company “Strawberry energy” was invited to take part in the 2012 edition of the EU Sustainable Energy Week, which took place in Brussels from 18<sup>th</sup> to 22<sup>nd</sup> June.

In front of the XXX building in Brussels, as excellent example of sustainable energy in the framework of the Week, “Strawberry energy” exhibited new solar charging station “Strawberry Mini” and provided the opportunity for people and media to experience clean, green energy.

“Strawberry Mini” is a small portable solar charger for mobile devices such as mobile phones, iPad/iPad, MP3 players, digital cameras. It collects energy from the Sun and transforms it into electrical energy, thus enabling passersby to charge their batteries for free and when they need them most – when they are outside. Thanks to its smaller size, built in wheels and lack of need for an external power source, the “Strawberry Mini” can be set up quickly in almost any location. This system is completely energy autonomous, which means that there is a lack of need for external power source.

To make the whole experience more interactive, embedded touch screens enable users to play games and quizzes about ecology and renewable energy as well as to read interesting facts about ecology and renewable energy while waiting the few minutes for their batteries to recharge. This way, all users can spend time in a more useful and interesting manner.

Strawberry energy is young Serbian company founded of 10 students from different faculties from University of Belgrade. They are working on research and development regarding renewable sources of energy and sustainable development. The goal is to educate people and promote the idea of green technologies. There is no better way to achieve this then to show the users, ordinary people, the benefits of using solar energy in a practical example.



Belgrade,  
23<sup>th</sup> of June, 2012.

## **Breifly about Strawberry Mini**

The Strawberry Mini is a small portable solar charger for mobile devices. When [assembled](#), it has dimensions 1×1,5x2m, or 1×1,5×2,65m, when in function and disassembled.

This system is completely energy autonomous, which means that there is a lack of need for an external power source. Things that distinguish „Strawberry Mini“ from public solar charger „Strawberry Tree“ are its smaller size, built in wheels and possibility to disassemble and easily transport.

[Embedded touch screen](#) enables users to play games and quizzes about renewable energy sources, as well as to read interesting facts about ecology and renewable energy while waiting the few minutes for their batteries to recharge. This way, they can spend time in a more useful and interesting manner.

## **Short history of „Strawberry Mini“**

The first “Strawberry Mini” was created as the result of cooperation between “Strawberry energy” and Telekom Serbia Company in April 2012, enabling visitors to the mt:s store to use free solar energy during business hours. Christened “Strawberry Friend”, the launch device references Telekom Serbia’s slogan “You have friends” and symbolises the co-operation between the two companies.

*For all additional information please send an e-mail to [kristina@senergy.rs](mailto:kristina@senergy.rs) or contact Kristina Nikolić on following mobile phone: 063 849 66 07.*