



Belgrade,
23th of October, 2011.

Solar charger arrives in Novi Sad

Third „Strawberry Tree“ is being planted in front of SPENS in Novi Sad

Public solar charger for mobile devices spreads throughout the Serbia. In cooperation with Electrovojvodina and Public Enterprise for City Construction and Development of Novi Sad, Serbian Strawberry energy Company is „planting“ Strawberry Tree in Novi Sad also. From 25th of October, 2011, citizens of Novi Sad, deliberate as well as random passers will not have empty batteries of their mobile devices anymore.

Strawberry Tree „planting ceremony“ will be held on Tuesday on 25th of October, 2011, exactly at noon, in square in front of SPENS (Sports and Business center Vojvodina) in Novi Sad. Audience and first users of solar charger will address:

- dr Tihomir Simić - director of „Electrovojvodina“,
- Igor Pavličić – Mayor of Novi Sad
- Miloš Milisavljević – director of „Strawberry energy“ Company

Electrovojvodina donates the Strawberry Tree in Novi Sad to city and its citizens. Because of that, the action „I love Novi Sad“ preceded the installing of the charger. Citizens were invited to write a message which answers the question: „Why do you love Novi Sad?“, and the winning entry would be posted on the town's Strawberry Tree at the opening ceremony.

Mobile phones, music players, tablet PCs, digital cameras and other portable devices will be powered in the center of town with the energy of Sun. Charging service is completely free, and using the Public solar charger is not time limited. It is enough to come to a Strawberry Tree, find appropriate charger for your mobile device, which is already built-in, press a button for start charging, sit on a bench embedded and wait.

While your device is charging with the energy collected by the Sun, you can chat with other users of this green system and use wireless internet which is available in the square in front of SPENS.

Thanks to embedded system for energy accumulation, Public solar charger can work when the it's cloudy, in winter or even during the night.

Young members of Strawberry energy team take seriously their obligation to protect the environment. Before Autumn Strawberry Trees were installed, Strawberry energy performed an important green activity. Every team member planted an apple tree sapling. Average man during his lifetime consumes the same amount of oxygen that is produced by three trees. Strawberry



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energy team is inviting all the people to perform a green deed like this one, which is important for the preservation of our planet.

Briefly about Public solar charger „Strawberry Tree“:

- 5 meters tall
- 16 chargers for various types of mobile phones and other portable devices
- Phone charging in intervals of 15 minutes
- 16 people can simultaneously charge their portable devices with the energy of Sun
- Device has alarm embedded and is under video monitoring
- It works when it is cloudy, in winter and during the night
- Simply stated: you will take a piece of the Sun in your pocket!

Strawberry energy

Strawberry energy Company consists of eight students from two Universities in Belgrade. Young experts and innovators invented and developed public solar charger for mobile devices – Strawberry Tree and installed it in October, 2010, in the city square in Obrenovac. Next Strawberry Tree was planted on 15th of October, 2011, at the plateau in front of Cultural institution „Vuk Karadžić“ at Zvezdara municipality, Belgrade. For Public solar charger project, Strawberry energy was awarded with the first place in the category of Promotion of reduction in public consumption at the European contest „Sustainable energy of Europe 2011“ in Brussels in April, 2011.

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