



Belgrade, 30th of April, 2012.

mt:s and Strawberry energy present portable solar charger for mobile devices „Strawberry Friend“

Piece of the Sun in your pocket on Serbia Open

Continuing the cooperation and after installing the Strawberry Tree in October last year in Belgrade, **mt:s and Strawberry energy** presented new portable solar charger for mobile phones at ATP tourney Serbia Open, on 29. of April, 2012.

All visitors of the tourney will have a chance to meet the portable solar charger, charge their mobile devices with the energy of Sun and to enrich and test their knowledge about renewable energy sources in an interesting and interactive way.

Apart from charging batteries of mobile devices, new portable charger, „**Strawberry friend**“ enables visitors to access installed application through embedded touch screen, and this way find out numerous interesting facts about renewable energy sources, solve knowledge quizzes and entertain themselves with various other contents which are offered by application.

„It is really beautiful to cooperate with these young and enterprising people who are willing to share their ideas with others. On the other hand, company as Telekom Serbia, which appreciates creativity and entrepreneurial spirit of young people, has recognized their talent and has shown willingness to support this project. I am glad that we and citizens have gained new “Strawberry friend”, said on this occasion **Milica Marković**, Telekom Serbia Director of PR Department.

„Strawberry Friend“ will be set up in Novak Tennis Center during the tourney, from 29th of April to 6th of May, after which will be available to citizens in front of one of Telekom Serbia's stores. This way, passersby will be able to charge batteries of their mobile devices (mobile phones, digital cameras, tablets and mp3 players) for free.

„The essence of our deeds is a noble goal. We want to enable people to use clean energy sources in everyday life. To achieve this, we need to put these technologies withing people's easy reach and to educate them about this issue.

This was our leading thought while creating Strawberry Friend which is smaller and portable, and therefore more available to as many people as possible. Also, with the application installed, we want to awake users' interest in ecology and enable them to spend time in a more entertaining way, while waiting for their batteries to recharge”, said Miloš Milisavljević, Director and founder of Strawberry energy Company.



Cooperation between mt:s-a and Strawberry energy team will be continued, and it is planned to install public solar chargers „Strawberry Trees“ in four more cities in Serbia.

Strawberry energy, the winner at „Sustainable energy week 2011“ in Brussels is a young company which is engaged in research and development in areas of renewable energy sources and sustainable development. Strawberry energy is driven by the idea of „Making the world a better place“. On Strawberry Tree, installed in front of Zvezdara municipality, more than 85.000 chargings has been reached recently.

Strawberry friend

The Strawberry Friend is a small portable solar charger for mobile devices. When assembled, it has dimensions 1x1,5x2m, or 1x1,5x2,65m, 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. What distinguishes Strawberry friend from Strawberry tree, are its smaller size, built in wheels, 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.

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