



Belgrade,
30th of June, 2012.

Strawberry Mini in Belgrade streets

“Strawberry energy” in cooperation with Belgrade University organized a walk of small portable solar charger for mobile devices “Strawberry Mini”

After successful presentation to Brussels public during the manifestation Sustainable energy week 2012 in organization of European Commission, small portable solar charger for mobile devices Strawberry Mini was presented in Belgrade streets on Friday, 29th of June. By organizing this walk with the route from Slavija to Student square, Strawberry energy Company, in cooperation with Belgrade University, enabled Belgrade citizens to recharge batteries of their mobile devices with the energy of Sun as well as to play ecological games at touch screen embedded.

“By this walk, we wanted to give a chance to as many Belgrade citizens as possible to meet with the concept of renewable energy sources and understand the benefits they could have from it, as well as to help people in the streets who have their batteries empty when they need them urgently. Every day we are trying to bring renewable energy sources closer to everyone, and thus we are searching for new and interesting ways to succeed in reaching this goal, and crowd of people who gathered around our device are confirmation that we are heading in right direction to achieve this”, Said Miloš Milisavljević, CEO of this young company.

Strawberry Mini device, together with “Strawberries”, made its way from Slavija, Flower square and Andrićev Venac, across Terazije, up to Student square and building of Belgrade University as final points of walk.

“Belgrade University has been always supporting young people who put efforts in making things better, contributing to local community and being example to their peers as well as to those who yet have to find what their good at and what will they choose as future profession. By supporting walk of this solar device, together with "Strawberries", we wanted to present innovative work of our students so as to jointly make some impact on ecological awareness of our citizens”, pointed out Marjan Nikolić from Public relations sector of Belgrade University.



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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.

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