



Belgrade,  
27<sup>th</sup> of November, 2012.

## **Another Strawberry Tree in Belgrade**

In cooperation with Palilula Municipality and the city of Belgrade, Strawberry energy Company has set up in Belgrade the new Public solar charger for mobile devices Strawberry Tree with completely new design created by Serbian architect Miloš Milivojević. Due to its elegant and minimalistic look, this edition of solar charger, installed in Tašmajdan park in Belgrade, was named Strawberry Tree Black. This solar system enables visitors of Tašmajdan park to recharge the batteries of their mobile phones, tablets and multimedia devices with the energy of sun.

Second in Belgrade, and eighth in Serbia, this solar charger was presented with a completely new design. Large but elegant construction, more than three and a half meters long and five meters tall which follows the line of a real tree, perfectly fits into the environment and gives a sense like it has always been a part of this park.

The charger is conceived as an artificial tree which transforms the solar energy into the necessary electrical energy and in this way joins the surrounding forest in a common struggle for the planet richer in oxygen. Together with the trees around it, Strawberry Tree Black reminds us of the importance of preserving our nature and keeping the air unpolluted. As the real tree absorbs CO<sub>2</sub> and releases oxygen which makes our environment cleaner, solar charger for mobile devices uses clean solar energy and produces no detrimental substances, and this way also contributes to global CO<sub>2</sub> emission reduction.

With its function, this Strawberry Tree Black also reminds us of the insufficiently exploited potential of the energy of the sun, through people's everyday habits such as sitting under the tree and using the nature as a shelter from the sun. The large but elegant steel construction is more than three and a half meters long and four and half meters tall which follows the line of a real tree.

Strawberry Tree Black is user-friendly with the thin and artistic construction which makes it look like a sculpture. The long bench is positioned in front the Strawberry Tree Black, large enough to host a lot of people. Chargers for various types for mobile phones are built in the backrest at the bench so apart from its basic function of charging mobile devices, Strawberry Tree Black represents also a place to rest and take a break.



Belgrade,  
27<sup>th</sup> of November, 2012.

Square surface at the top of the solar charger is covered by nine thin-film glass solar panels what simultaneously represents the roofing and a protection for users in case of bad weather conditions. This solar cell structure is held by the artificial treetop consisted of nine steel branches. Thus, resembling the real tree, this solar Strawberry Tree Black perfectly fits into the environment.

Since Tašmajdan represents a place where many historical events took place and numerous individuals have memories associated with this location, Strawberry energy Company organizes a contest "Tašmajdan memories" regarding the Strawberry Tree opening ceremony. During four months of contest, participants are invited to send their dearest memories from this park, in form of photography, story, poem or in some other creative way.. In the beginning of 2013, at the special event at the new Strawberry Tree, the winner will be announced and the award will be a surprise.

### **About the Strawberry Tree**

The Strawberry Tree is a solar charger for portable devices, which is permanently installed in busy public places, such as streets, parks and squares. By harnessing the energy of the sun, it enables passers to charge their mobile devices when they need it most – far from home and with an empty battery. A Strawberry Tree contains built-in solar panels, which capture the energy of the sun and enable it to be transformed into electrical energy. As this energy is then stored in rechargeable batteries, Strawberry Tree can charge batteries of mobile devices even when the weather is bad and without sun. With this practical application for solar power, Strawberry energy wants to efficiently introduce people to the advantages of using clean energy and show that such green technology is no longer an abstract concept.

Until now, Strawberry Tree have been installed in following cities in Serbia: Belgrade, Obrenovac, Novi Sad, Kikinda, Vranje, Bor and Valjevo. Five of these systems have been set up in cooperation with Telekom Serbia Company.

### **About the Strawberry energy**

Strawberry energy is a young Serbian Company which engages in research and development of renewable energy sources and sustainable development. For Public solar charger project, Strawberry energy won the first place in the category of Consuming at the European contest „Sustainable energy week (EUSEW) 2011“ in Brussels in April, 2011. Wishing to bring renewable energy sources to as many people as possible, Strawberry energy is lead by the idea of "Making the world a better place".



Strawberry  
energy

Belgrade,  
27<sup>th</sup> of November, 2012.

*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.*