**Microsoft InstaLoadTM Battery Installation Technology**

**Frequently-Asked Questions (FAQ)**

**Business / Commercial**

1. **Why should we consider changing to InstaLoad technology, since our technical support team has not received battery installation complaints?**

Battery installation is typically not a high driver of product tech support calls by itself, but it can be a factor for a bad customer experience and unspoken frustration with a product - leading to reduced customer loyalty. Users can typically figure out that batteries are installed incorrectly after two or more attempts. The more batteries a device requires, the more opportunity for incorrect installation. Removing the issue of incorrect battery installation is one way to help deliver a better user experience and offer a value-added differentiator versus competitive products in a commodity product category. InstaLoad technology can also help make the difference in a well thought out user experience in the premium battery-operated device category.

1. **What is the material cost associated with the InstaLoad technology?**

Material costs are highly dependent on the battery carriage design and battery sizes accommodated by your device. Since InstaLoad is an Intellectual Property technology license and not a product, the Licensee cost will be related to the material used for the contact design plus the Microsoft royalty fee.

1. **What other companies are working with Microsoft today?**

Due to confidentiality agreements, we cannot name the companies evaluating and/or licensing the InstaLoad technology. Select companies with their permission have agreed to be featured on the InstaLoad Technology partner website.

1. **Is there a trademark or logo program around this technology?**

Yes. Microsoft has developed a trademark for the InstaLoad technology. Intellectual Property Licensees will also receive the rights to use the trademark on packaging, literature, etc.

1. **How will end users know to look for the InstaLoad Battery Installation Technology?**

Microsoft will license the trademark to InstaLoad technology Licensees for use on their packaging, sales literature, websites, and point of sale collateral. The Licensee community through existing sales channels will help to educate consumers to look for products featuring the InstaLoad technology. For example, a user may have purchased a lighting product from Brand X featuring the InstaLoad technology and having had a good experience will look for other Brand Y and Z products (cameras, toys, battery chargers, etc.) featuring the InstaLoad trademark.

1. **Will Microsoft help promote my products featuring the InstaLoad Technology?**

With the Licensee’s permission, Microsoft can post your company logo, sales contact information, company profile, link to your website, and include a description or photo of your representative product on the Microsoft Hardware IP Licensing website as an option. This referral website will guide interested parties to products featuring the InstaLoad technology.

**Patent-Related**

1. **Does Microsoft have a patent on this technology?**

Yes. Microsoft has US patent issued. Additional patent applications have been filed in the US and Internationally.

**Technology**

1. **What types of batteries does this technology apply to?**

The INSTALOAD technology applies to various cylindrical-type batteries commercially available today: AA, AAA, C, D, CR 123, including specialty, disposable and rechargeable battery types.

1. **Will Microsoft provide technical support during the evaluation stage?**

Yes. Microsoft will provide technical support in the form of email or telephone consultations during the evaluation period.

1. **Can I retrofit my existing product or should I include this technology in my next generation product?**

Design decisions are owned by the Licensee and will vary on a case-by-case basis. Microsoft anticipates that Licensees will build InstaLoad into a longer-term product roadmap by using the InstaLoad technology as part of an overall power platform strategy.

1. **Will Microsoft be the primary supplier of the InstaLoad Battery Contacts hardware?**

No. The InstaLoad technology is offered as a Technology/Intellectual Property license. Licensees are free to design and source the material from their battery contact supplier of choice.

**Licensing**

1. **What support materials do I receive as part of the evaluation license?**

Licensees receive a detailed technical application document, Video on DVD and a working prototype/demo unit to help speed up your design and prototyping process.

1. **What is the next step after completing the Evaluation license?**

Based on the Licensee’s specific business needs, Microsoft will provide a royalty-bearing, commercial license after the Evaluation license period has expired and the Licensee has decided to include the InstaLoad technology within their commercially available products.

1. **Who do I contact to start the process of evaluating the InstaLoad Technology?**

Email your inquiry to askmsip@microsoft.com and include “InstaLoad” in the subject line