

# ASP<sup>®</sup> FACTS

## FEATURE: Micro USB Charging



Retractable Cord



Micro USB Plug



Sapphire USB



Wall Charger



Car Charger



Micro Arm



Triad USB



### ADVANTAGE:

In 2012 the Micro USB became the standard for cell phones and related charging products. This Universal Charging Solution (UCS) was driven by the Telecommunication Union, a branch of the UN. It has been adopted by virtually all major handset manufacturers including Motorola, LG, Samsung, Nokia and Apple. The Micro USB is small, data intense and universal.

### SPECIFICATION:

- Universal Charging Solution
- Harmonized European standard
- Universal for all data-enabled mobile phones
- Extremely small

### PERFORMANCE:

The port of the Micro USB is extremely small. This allows it to be fit to all sizes of LED flashlights. Micro USB Chargers and cables are easily carried and widely available.

### SALES STRATEGY:

*Review the Universal Charging Solution (UCS) that established the Micro USB as the standard for cell phone charging. Point out the small size and charging power of the Micro USB.*