



Media Coverage of ReNu and Regen from CES 2010 (and winter 09-10 stories discovered in searching)

Media: NBC Today Show

Date: 1.6.10

Link: <http://www.msnbc.msn.com/id/22425001/vp/34725191#34725191>

Summary: Al Roher interviews Paul Hochman, who introduces CES items including ReNu

Best Quote: "Not all solar powered stuff needs to look like a science project."

Media: CBS News, "The Early Show"

Date: 1.8.10

Link:

<http://www.cbsnews.com/video/watch/?id=6071259n&tag=related;photovideo>

Summary: CNET's Natali Del Conte holds up and gives a quick description of the ReNu.

Quote: "This is a solar powered gadget charger." She incorrectly states there are no plugs so it only charges by the sun.

Media: Bitstream (blog of *Sound and Vision Magazine*)

Date: 1.10.10

Link: <http://bitstream.soundandvisionmag.com/blog/2010/01/ces-2010-four-overlooked-tech-trends-from-ces.html>

Summary: Four overlooked tech trends from CES

Text: Another great green product is the [Regen](#) ReNu Audio Dock (pictured at top). The dock has a solar panel/battery pack that you can hang in a window to charge. Place the charged panel in the dock, insert an iPhone or iPod, and you can listen to music for up to 60 hours on a single charge. A backup power supply assures the ReNu will never fall silent. The solar panel/battery pack costs \$199 and the Audio Dock costs \$249.

Media: Fox Business News

Date: 1.8.10

Link: <http://video.foxbusiness.com/v/3963885/green-tech-revolution>

Summary: Pierce and two others interviewed about their innovative products.

Best Quote: "All the stuff we make produces energy, instead of just consuming it."

Media: WashingtonPost.com

Date: 1.8.10

Link: <http://www.washingtonpost.com/wp-dyn/content/gallery/2010/01/06/GA2010010603671.html?sid=ST2010010900883>

Summary: Photo of ReNu with short caption.

Full text of caption: The Regen ReNu solar iPhone and iPod charging dock.

Media: Harvard Business Review blog

Date: 1.7.10

Writer: Reena Jana

Link:

[http://blogs.hbr.org/cs/2010/01/three_tips_for_innovators_from.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+harvardbusiness+\(HBR.org\)](http://blogs.hbr.org/cs/2010/01/three_tips_for_innovators_from.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+harvardbusiness+(HBR.org))

Summary: Three tips from Innovators at the CES

Text:

The [Consumer Electronics Show \(CES\)](#), a behemoth annual convention that showcases all of the new technology that you'll see in stores in the coming year, is underway in Las Vegas from January 7-10. And among its 2,500 exhibitors there are at least as many innovation management tales to tell.

One innovator we can all learn from is Robert Brunner, the Chief Designer and a Director of [ReGen](#). The California startup company was awarded one of the show's high-profile prizes — an i-stage award for innovation in design and engineering — for its product ReNu, a portable solar panel designed for the mass market, for powering personal electronics like iPhones, music players, and desk lamps (price point: \$199). Brunner and the staff of his industrial design firm Ammunition also designed the Nook e-reader for Barnes and Noble, and count Apple, Nike, and Hewlett-Packard as clients. When I asked about the tactics he used to create ReNu and other products, Brunner discussed three tips that innovators in any sector might use:

Tip 1: Look at a successful product you dislike, and identify the (non-technology) innovation behind its popularity.

About three years ago, Brunner says, he was unhappy when his wife bought a Toyota Prius. He found its odd angles unattractive, and was unconvinced that switching to a hybrid car was much of a contribution to the environment. It occurred to him then that the value of the Prius innovation to many buyers was not just that it saved some energy, but that it allowed them "to send a public message." The vehicle was an icon for the larger change its customers wanted to see in mass-market behavior. That was an element he could apply to other products, while also endowing them with beautiful industrial design.

Tip 2: Listen to people describe relevant experiences — don't ask them for design guidance.

When Brunner and his ReGen co-founders decided to pursue elegant, user-friendly, plug-and-play solar panels and solar-powered gadgets, they sought input from everyone

they knew. But they didn't ask them what they wanted in such products. They asked them more broadly about their experiences in conserving power.

Friends told them about the situations when they were acutely aware of power supply. For example, "when they used their laptops on planes, they started looking at power differently," Brunner said. "They paid more attention to the battery symbol on their screens." An investor had his own moments of not taking energy for granted: "He said he is most aware of power sources is when he is sailing," Thinking of such moments when people are focused on energy use, ReGen's designers paid particular attention to their products' charge-level displays, making them eye-catching and easy-to-interpret. By putting usage on display, the unobtrusive interface influences consumers' energy consumption habits with everyday home gadgets, and is hailed as one of ReNu's most innovative features.

Tip 3: Keep your focus on your new product's failures, even as you launch it, and even if they're currently impossible to fix.

Despite the acclaim that comes with an innovation award, Brunner and his team remain focused on their product line's biggest shortcomings. "We would like to have less-expensive offerings, because we want to be mass-market, so we have to be accessible," Brunner says. The current high cost of photovoltaic cells and batteries makes that hard, and newer, cheaper solar technology is still in the works. At the same time, given the often complicated process of installing solar panels on buildings, ease of use is a concern. "We want to be useful and fun," he says. "We don't want consumers to have to work very hard to use solar power," Keeping these big challenges front and center, Brunner believes, ensures that his team pursues a deliberate and long-term strategy of improvement, rather than simply enhancing its offering in reaction to current customer complaints. Innovation adds up to more when it is guided by a mission.

At the Consumer Electronics Show, people who want to see ReGen find it in a special section devoted to products for a "Sustainable Planet." But Brunner knows that his product needs to succeed in the less rarified air of big box retail. Consumers' desire to save the planet — and be seen doing so — should spur plenty of sales when the products hit the shelves next June. "But eventually," Brunner says, "we don't want people to think of our products as 'green.' We just want the products to be engaging."

Reena Jana is a writer and editorial consultant in New York who focuses on cultures of innovation. She was formerly the Innovation Department Editor at BusinessWeek magazine.

Media: National Geographic Green Guide

Date: 1.11.10

Writer: Tasha Eichenseher

Link:

<http://blogs.nationalgeographic.com/blogs/thegreenguide/2010/01/dispatches-from-the-consumer-e-1.html>

Summary: Dispatches from CES: 10 Green (ish) products to look for in 2010

Text:

Solar-Powered Speakers From [Regen](#)

This company gets points for design, creating products that belong in MoMa and that have the potential to get consumers excited about solar. Regen's ReVerb speaker has an elegant solar panel on the back that, when fully charged, can power up to 12 hours of music from an iPod Touch, iPhone, or any audio device with a similar jack. The nearly three-foot tall speaker will retail for about \$2,300 when it hits the market this summer.

The display will show you how much power you've stored, and used. The photovoltaic (PV) panel takes 14 hours of indoor light and 6 hours of outdoor light to recharge. (There is an outlet option, so the party can go on in the rain).

All of Regen's products have additional USB and other ports so that you can use stored energy for other electronic devices too. The only not so hot thing--no recycled content. And it is unclear on what types of plastics are used.

Media Source: SWITCHED

Date: 1.10.10

Link: <http://www.switched.com/2010/01/10/oh-you-pretty-things-our-favorite-designs-at-ces/>

Summary: Short blurb on AOL Tech site

Quote: "By allowing consumers to interact more directly with their electrical source and use, Regen hopes that more responsible practices will follow."

Full Text:

Regen ReNu and Side Light

Eco-conscious start-up [Regen](#) has just launched the ReNu solar charger, and it looks mighty fine, indeed. The shapely square panel can hang in a window or just sit in its dock to collect the sun's rays and power your gadgets, with a digital display that lets you know of optimal light areas and shows a log of your energy consumption. By allowing consumers to interact more directly with their electrical source and use, Regen hopes that more responsible practices will follow. And we're ready to shut off all our tech toys when the sleekly minimal Side Light debuts late in 2010, featuring integrated solar cells and up to four hours of dazzling LED light on a full charge.

Media: Stampede Blog (distributor of home theater products)

Date: 1.11.10

Link:

http://www.stampede-global.com/blogs/stampede_main_blog/archive/2010/01/11/13771.aspx

Summary: Picked up the Sound and Vision Magazine post

Text: Another great green product is the Regen ReNu Audio Dock (pictured at top). The dock has a solar panel/battery pack that you can hang in a window to charge. Place the charged panel in the dock, insert an iPhone or iPod, and you can listen to music for

up to 60 hours on a single charge. A backup power supply assures the ReNu will never fall silent. The solar panel/battery pack costs \$199 and the Audio Dock costs \$249.

Media: EthiopianReview.com

Date: 1.12.10

Link: <http://www.ethiopianreview.com/news/10963>

Summary: Straight pickup of the Sound and Vision article (above)

Media: Stylish Pop blog

Date: 1.11.10

Link: <http://stylishpop.blogspot.com/2010/01/sustainability-meets-portability.html>

Summary: Picked up portion of the *Harvard Business Review* story by Reena Jana (above)

Media: MySolarNews.blogspot

Date: 1.10.10

Link: <http://mysolarnews.blogspot.com/2010/01/here-comes-renu.html>

Summary: This blog swiped a portion of the Harvard Business article, with a photo of the ReNu in the iPhone dock.

Text:

That's the ReNu, a portable solar panel designed for the mass market, for powering personal electronics like iPhones, music players, and desk lamps due to hit the shelves in June 2010. Reena Jana interviews Robert Brunner, Chief Designer on his tactics, and he shares 3 tips for innovation. Here's a snippet,

But they didn't ask them what they wanted in such products. They asked them more broadly about their experiences in conserving power.

Friends told them about the situations when they were acutely aware of power supply. For example, "when they used their laptops on planes, they started looking at power differently," Brunner said. "They paid more attention to the battery symbol on their screens." An investor had his own moments of not taking energy for granted: "He said he is most aware of power sources is when he is sailing," Thinking of such moments when people are focused on energy use, ReGen's designers paid particular attention to their products' charge-level displays, making them eye-catching and easy-to-interpret. By putting usage on display, the unobtrusive interface influences consumers' energy consumption habits with everyday home gadgets, and is hailed as one of ReNu's most innovative features.

Media: Tech4Business Blog

Date: 1.11.10

Link:

<http://www.google.com/url?sa=X&q=http://tech4businessenglish.wordpress.com/2010/01/11/three-tips-for-innovators-from-the-consumer-electronics-show-harvard-business-review/&ct=ga&cd=7yLVUnCvXKE&usg=AFQjCNHj3FWsRK-w0fM576e6kZxfjXlgpg>

Summary: Quoted from Harvard Business Review interview with Brunner.

Text: See full text from Harvard Business Review (above).

Media: CNET

Date: 1.11.10

Link: http://ces.cnet.com/2300-31045_1-10002192-3.html?s=0&o=10002192

Summary: Photo and brief description of ReNu

Text:

By Martin LaMonica

Regen ReNu solar charger

Most small-scale solar chargers are mainly geared for off-grid use, although they can be used at home for daily use. Regen in June is releasing a [solar charging system](#) that's really been designed for home use. Each solar charger features a 6-watt panel and an integrated battery with USB port. It also includes a suction cup for hanging the small table in a window and a stick for tilting it toward the sun on a table. The company plans to offer an optional docking station, which can provide a read-out of available charge in the battery. It also showed off docking stations that have a built-in iPod attachment and speakers for music, and one with an LED light that acts as a desk lamp.

Media: CNET TV

Date: 1.9.10

Link:

http://cnettv.cnet.com/regen-makes-gadget-solar-chargers-sleek/9742-1_53-50082023.html?tag=mncol

Summary: Martin LaMonica video of solar chargers getting a lot slicker

Best Quote: "The design lets you use the solar panel with other appliances....I've been saying for a long time someone's got to make this a lot slicker, and it looks like Regen is well on its way."

Media: CNET.com

Date: 1.12.10

Writer: Martin Lamonica

Link:

<http://m.cnet.com/site?sid=cnet&pid=News.Detail&category=269&topic=10433128>

Summary: Solar chargers no longer ugly ducklings

Text:

LAS VEGAS--Over the last few years, I've spent a lot of time piecing together a mini solar station to charge my gadgets. Having just returned from CES, it's clear that the latest options for small-scale solar are likely appeal to more than just eco-geeks like me.

My home solar-charging gear is decidedly clunky. I bought a 10-watt solar panel that charges a 12-volt back-up battery which has a regular AC outlet on it. It's versatile since I can use the wall plugs that come with various devices but my toys weren't cheap--close to \$300 all told. My gear is also just plain ugly. Who wants something that looks like a car battery sitting around your living space?

Well, more people are designing solar charging systems with an eye toward practicality and attractive design.

Most impressive from CES was Regen's ReNu charging system, which is set to come out in June. There's a tablet that integrates a 6-watt solar panel and a battery. It comes with a small suction cup for hanging it in the window and a support stick to tilt the device toward the sun on a table.

At night, you can connect the panel into an optional docking station to find out how much it's charged and how much you've produced over the week. It has a USB output, so people can charge various devices.

The company will also offer another docking station that holds both the solar panel and an iPod, so you can have solar-powered music--or, in another configuration, a solar-powered desk lamp. The ReNu panel itself will cost \$199; the docking station costs another \$85.

Also on display last week at the Consumer Electronics Show here was Solar Power International's Freeloader Pro, which also has an integrated battery and USB port. A very handy accessory is the CamCaddy which lets people charge different sized block batteries for digital cameras, camcorders, and digital SLRs. It is going on sale in the U.S. this week for about \$100.

Another charger that been on the market for some time is the Solio from Better Energy Systems, which is now available through the Apple Store. The charger, which has three leaves with solar cells that fold out, comes with an iPod adapter and can be charged in 8 to 12 hours in sunlight, or through the wall socket.

With an integrated battery and USB ports, these chargers are a big step up in convenience, giving you portable back-up power for small electronics even when the sun isn't shining. What I do is juice up the big battery during the day and then charge up our phones, rechargeable AA batteries, and the like at night.

But from an environmental point of view, there is a downside to these integrated batteries. Even lithium-based batteries will eventually lose their ability to hold a full charge. The Solio and ReNu, for example, are projected to degrade in performance after 350 to 500 charges. (Solio's maker recommends keeping the battery as close to full charge as possible to extend the life.)

But just tossing a charger is certainly not green: silicon solar cells are a hazardous substance and lithium is a valuable resource that's projected to have a spike in demand from electric cars in coming years.

Solar Power International has thought ahead on this point. After two years, Freeloader Pro will take back the unit that holds the battery and replace it for about \$13, according to CEO Adrian Walker. The company, which has to offer these take-back services to

comply with EU regulations, projects that it will be able to recycle materials from the battery, he said.

Better Energy Systems also offers a take-back system in which people return batteries and can purchase a new one, according to a representative. ReGen says that its ReNu charger is designed to have its battery replaced but does yet not offer a take-back service.

These slicker systems may allure more people to juice up gadgets from the sun. But if you're thinking about buying one to be green, it's best to find out about your recycling options down the road.

Media: DayLife.com (image from Getty Images wire)

Date: 1.8.10

Link: <http://www.daylife.com/photo/03CpgZb7yX3Ye>

Summary: Photo of Renu with caption

Text:

The Regen ReNu solar [iPhone](#) and [iPod](#) charging dock is displayed in the Regen booth during the 2010 [International Consumer Electronics Show](#) at the Las Vegas Convention Center January 8, 2010 in Las Vegas, Nevada. CES, the world's largest annual consumer technology tradeshow, runs through January 10. The gadget show is expected to feature 2,500 exhibitors showing off their latest products and services to about 110,000 attendees.

Media: Sky.com

Date: 1.8.10

Link: <http://www.sky.com/hot-topics/iPod>

Summary: ReNu photo with caption from Getty Images (same caption as on DayLife.com)

Media: PC Today

Writer: Nathan Lake

Date: Feb 2010, Vol 8 issue 1

Link:

<http://www.pctoday.com/editorial/article.asp?article=articles%2F2010%2Ft0801%2F04t01%2F04t01.asp>

Summary: Greenovations: Personal Solar Power Generator

Text: The top prize winner and Fan Favorite at the Consumer Electronics Association's Industry Forum, the Regen ReNu (\$199; www.regenliving.com) is an 8.85-inch square solar panel that generates and stores power. It can directly charge an iPhone, iPod, or USB-powered device or extend power to a line of Regen products, which includes tools for phones, personal media players, and lighting. The panel comes with accessories for hanging on a window or standing on a flat surface. Regen indicates

the ReNu can generate enough power in direct sunlight (outdoors) to charge an iPhone in less than four hours. The panel can hold up to two full iPhone charges, and in direct sunlight indoors, the panel can fully recharge in approximately 20 hours.

Media: OC Register

Date: 1.8.10

Link: <http://topics.ocregister.com/photo/03CpgZb7yX3Ye>

Summary: Getty Images photo and text (same as above).

Media: India Times

Date: 1.8.10

Link: <http://iplextra.indiatimes.com/photo/03CpgZb7yX3Ye>

Summary: Getty Images photo and caption.

Media: Stuff

Date: 10.27.09

Link: <http://www.winstufftoday.com/misc/84791/regen-renu-solar-panel.html>

Summary: Brief description of ReNu with photo and task light

Text:

It doesn't have enough juice to power your entire house, but this stylish little solar panel holds enough juice to accomplish some handy little tasks around your house. The Panel itself costs about \$200 (pre-orders are live now for 2010 delivery) and fits into a variety of docks. There's an LED lamp attachment and even an iPod dock. When you've drained all of the juice, you hang the panel in direct sunlight for 9 hours and the battery gets a complete recharge. If it's a success, it could be a big step forward for personal solar power. Of course, we have to assume that the sun won't explode and kill us all, but we have it on good authority that won't happen until at least 2012.

Media: Stop Global Warming

Date: 12.4.09

Link: <http://avoid-global-warming.com/2009/12/04/regen%E2%80%99s-renu-solar-powered-docking-station-charger/>

Summary: Quoted from EnviroGadget.com post (below)

Media: EnviroGadget.com

Writer: David Rodrigues (also writes for www.justlivegreener.com)

Link: <http://www.envirogadget.com/solar-powered/regens-renu-solar-powered-docking-station-charger/>

Summary: Nice writeup of ReNu as a new breed of solar products.

Text:

Personal solar panels are finally becoming more portable and functional – making alternative sources of energy like solar power a reality for many consumers and gadget fans. [Regen's ReNu](#) is an example of an emerging breed of solar products that promise to bring solar energy to the masses. Regen's ReNu packages a solar panel in a sleek and innovative design that fits seamlessly into the modern lifestyle, and makes charging many of your existing devices a snap.

Weighing in at 1.1 pounds (498g), the 9-by 9-inch portable tablet can easily be hung in a window with a suction cup, attached to a window frame, or placed on a table with its built-in stand. When placed in direct light, the ReNu's built-in solar cells collect the sun's energy to charge its internal lithium ion battery.

When fully charged, the device can then be docked into one of Regen's several docking extensions (a phone charging system, a personal audio system, or a task lighting system), or can be used to deliver stored solar energy directly to many of your existing electronics gadgets via its built-in USB socket. Devices that can be charged include many mobile phones, portable navigation devices, backup batteries, and portable lights.

The amount of power that the ReNu solar panel can generate is entirely dependent on its location, outside weather, duration of time, and intensity of the solar energy it is exposed to. The manufacturer claims however that with direct exposure, the ReNu's battery recharges in roughly four hours, and once charged is capable of powering or recharging your gadgets in roughly the same time as a standard wall outlet.

Priced at US\$199, the ReNu is not inexpensive. For those who can afford it, it will provide over 500 charges of solar energy for your gadgets. The [Regen ReNu](#) will start shipping February 2010. You can place your preorders now and save \$25.

This article was written by David Rodrigues who writes about Tips for Greener Living, Green Product Reviews and Green Events at [JustLiveGreener.com](#). You can also find [JustLiveGreener.com on Facebook](#).

Media: PC Pro

Date: 1.12.10

Writer: Barry Collins

Link: <http://www.pcpro.co.uk/blogs/2010/01/12/two-novel-ways-to-power-up-your-iphone/>

Summary: Two novel ways to power up your iPhone

Text:

The Regen ReNu might cost more up front, but it could help save on those iPhone power bills. It's a solar panel charger –admittedly about as much use a cat flap on a submarine in Britain's current climate.

This elegant-looking panel needs about six hours of direct sunlight to fully replenish its charge, according to the company spokesman I chatted to in Las Vegas. It then takes another hour-and-a-half to charge up the iPhone – around about the same time it takes to top up the iPhone's battery from an ordinary plug socket.

It might not be the most practical option in a British winter, but left on a windowsill all day during the spring and summer months, it could well provide enough juice for the daily charge, and its striking looks make it a conversation starter in more ways than one.

8. [Ind_Des](#) From Core77: **Solar** power's day in the sun - That's the **ReNu**, a portable **solar panel** designed for the mass market, f... <http://ow.ly/I6iNjI> 3 days ago from [HootSuite](#)
9. [DCeventjunkie](#) RT [@melissa2510](#): CES awards an i-stage award for innovation to **ReNu** for its personal **solar panel** for iPhones, etc: <http://bit.ly/tbShf> 3 days ago from [TweetDeck](#)
10. [melissa2510](#) CES awards an i-stage award for innovation to **ReNu** for its personal **solar panel** for iPhones, etc: <http://www.regenliving.com/products/reNu/> 3 days ago from [web](#)
11. [AlternativeERG](#) RT: **Solar** power's day in the sun: That's the **ReNu**, a portable **solar panel** designed for the mass market, for poweri... <http://bit.ly/5f0onE> 3 days ago from [twitterfeed](#)
12. [multipowered](#) **Solar** power's day in the sun: That's the **ReNu**, a portable **solar panel** designed for the mass market, for powering p... <http://bit.ly/7c36UG> 3 days ago from [twitterfeed](#)