



## **Via Licensing Alliance Announces Longcheer and Desay SV as New Licensees to its Qi Wireless Power Patent Pool**

**SAN FRANCISCO, CA (February 23, 2026)** – [Via Licensing Alliance](#) today announced that Huizhou Longcheer Automotive Electronics Co., Ltd. (Longcheer) and Huizhou Desay SV Automotive Co. Ltd. (Desay SV) have joined Via’s Qi Wireless Power patent pool as licensees, further expanding industry participation in the program. The addition of these two new licensees builds on the pool’s recent momentum, particularly across Asia Pacific.

Via’s Qi Wireless charging pool covers over 50% of all standard-essential patents (SEPs) in the Qi wireless charging space and remains the primary one-stop licensing solution globally for companies looking to implement the Qi standard within their products.

“We are pleased to welcome Longcheer and Desay SV to our Qi Wireless pool,” said Kevin Mack, President of Via Licensing Alliance. “Their participation underscores the continued growth and global adoption of Qi wireless charging technology across both consumer electronics and automotive applications. By joining the pool, these companies will enjoy the benefits of a collaborative licensing model while supporting a fair and efficient licensing ecosystem for the industry.”

Longcheer is a leading global consumer electronics original design manufacturer (ODM), providing full-stack design and manufacturing services for smartphones, personal computing devices, automotive electronics, and emerging consumer electronics products. As one of the world’s largest consumer electronics ODM providers, Longcheer supports a broad range of global brands and telecommunications operators, and has established manufacturing operations in China, Vietnam, and India, with branch offices in the United States, South Korea, Japan, and other regions.

Desay SV is an international mobile technology company focused on automotive intelligence, including intelligent cockpit systems, intelligent driving, and connected services. The company maintains a global presence with overseas institutions in Germany, France, Spain, and Japan, and serves a wide range of domestic and international automotive customers. Desay SV has developed and mass-produced numerous Qi wireless charging solutions.

For more information about the Qi Wireless Patent Pool, please visit [via-la.com](#).

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## **About Via Licensing Alliance**

Via Licensing Alliance is the collaborative licensing leader, dedicated to accelerating global technology adoption, fostering participation, and generating return on innovation with balanced licensing solutions for innovators and manufacturers of all sizes around the globe. Via has operated dozens of licensing programs for a variety of technologies. Via is an independently managed company owned by industry-leading participants with over 25 years of intellectual property licensing leadership. For more information about Via, please visit [www.Via-LA.com](http://www.Via-LA.com).

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