

Press Release

# Industry Consortium Advances Standardization of Automated Conductive Charging – Matrix Charging Interest Group (MCIG) Established

Ingolstadt/Graz/ Yokohama/Wuhan, November 27, 2025

Today, the Matrix Charging Interest Group (MCIG) announces the start of an industry cooperation to standardize the Matrix Charging technology – an automated conductive charging solution for electric vehicles developed by the Austrian tech company Easelink.

Vehicle manufacturers from across the world are incorporating Matrix Charging into the series development plans for their future vehicle platforms. These vehicle manufacturers urgently need the standardization of this automated charging interface to ensure interoperability between all vehicles and the automated charging infrastructure.

The MCIG sees itself as a complementary platform to the standardization work already underway in ISO and IEC committees. Its purpose is to enhance traditional standardization processes with industry-driven, Matrix Charging-specific coordination. This will allow all relevant interface parameters and specifications to be harmonized at the necessary speed, in parallel with series development.

MCIG's Fair, Reasonable, And Non-Discriminatory (FRAND) licensing policy gives product developers access to essential patents, enabling competition, innovation, product differentiation, and broad market availability.

*“Our goal is to establish Matrix Charging as the global standard for automated charging. By making our essential patents available on FRAND terms, we give MCIG members maximum operational flexibility and planning security for both the use and further development of the technology.”* explains Hermann Stockinger, Founder and CEO of Easelink.

The MCIG is chaired by Menno Treffers, who brings decades of industry experience in interface standardization. He previously served as Chairman of the Wireless

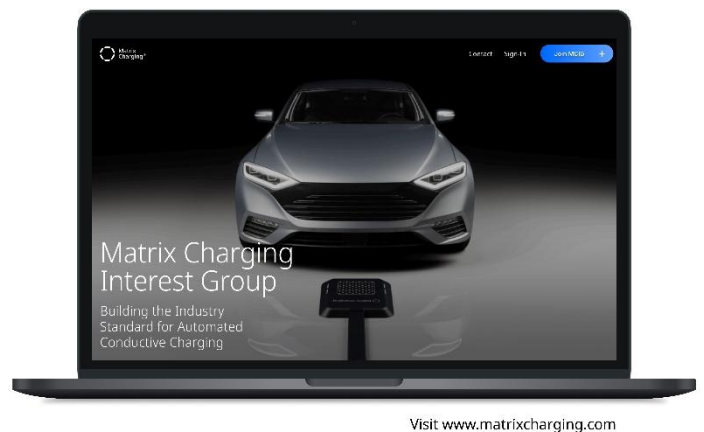
Power Consortium and Secretary General of the Zhaga Consortium. *"MCIG follows the successful model of Special Interest Groups, such as those behind the development of Bluetooth and NFC. Its mission is to standardize the Matrix Charging interface, oversee its cross-industry market introduction, and ensure validation, testing, and certification in line with clearly defined industry specifications,"* says Menno Treffers, Chairman of the MCIG.

The founding member of MCIG are Audi, Easelink, Nissan, and Voyah. Companies with strategic interest in the development and market rollout of Matrix Charging are invited to actively participate in shaping the standard.

## Press Image



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