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MANAGEMENT

Juice-BX Expands Its Leadership Team

Source Juice-BX

Feb. 6, 2018



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Dallas, Feb. 06, 2018 -- **Juice-BX**, a provider of charging stations for smart devices, has announced the addition of several key team members to lead its product development efforts. Steven Gehfeld joins as the Vice President of Operations, and Joe Jaramillo and Mauro Cisneros join as Vending Subject Matter Experts. The company is developing charging stations to be used with cell phones, IoT devices, and other mobile products such as tablets and iPads.

Gehfeld will oversee both business and technical



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development and deployment of the charging stations. Both Jaramillo and Cisneros bring over 10 years of vending experience, multiple technical certifications, and field service support of traditional vending systems, amusement consoles, and ATMs.

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“We are excited to have formed such an experienced and diverse team to help launch the company and our product line of charging stations,” stated Robert Brevelle, CEO of Juice-BX. “In addition to their domain expertise that spans the technical and operational aspects of charging stations and vending devices, each team member is also an experienced and successful entrepreneur and innovator.”

Juice-BX was launched in December 2017 by **ISF Incubator**, the startup arm of Intellectual Ventures. Juice-BX has exclusive access to select patents and patent applications related to charging stations, vending and advertising owned by The Invention Science Fund, which is managed by Intellectual Ventures. In addition, ISF Incubator provides financial support and access to Intellectual Ventures’ network of mentors.

The new team members are based at the company’s Dallas office. Other team members, including the Board, are located at ISF Incubator facilities in Seattle and Silicon Valley.

The Juice-BX charging stations will be composed of individual charging lockers to keep each device secure, an app or a credit/debit card scanner for on-site payments, and customizable advertisements. The company will offer larger stationary charging stations as well as

mobile versions, and will coordinate strategic partnerships with businesses that can benefit from this technology, including malls, restaurants, convention centers, sports

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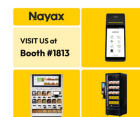
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arenas and hotels. Over the coming months, Juice-BX will continue to develop its software and build prototypes, and the company anticipates testing its charging stations in Texas later this year.

About Juice-BX

Juice-BX is developing innovative charging stations for phones, IoT and other smart devices. Our state-of-the-art charging kiosks, community app, and software solutions will drive foot traffic, sales, and customer affinity while also serving as an advertising platform. Power Up. Stay Connected. Learn more at Juice-BX.com.



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