

NEWS RELEASE**GENCELL RELEASES INTRODUCTORY WHITE PAPER TO FUEL CELL TECHNOLOGY**

Informative paper explains how fuel cells work and why they are excellent source of clean backup energy

Petach Tikvah, Israel – June 20, 2017 – GenCell, the Israel-based fuel cell power solution provider, has announced the publication of a white paper, “The Big Deal About Fuel Cells.” The white paper discusses hydrogen-based fuel cell technologies and why fuel cell power solutions can be an excellent source of backup energy.

Aging electrical grids in many parts of the world make a steady supply of electricity imperative for our always-connected lifestyles and businesses. In 2015, grid failures cost an estimated USD 110 billion to the US economy. For companies in the utility, telecom, homeland security, healthcare and niche industrial markets, the high business costs of electrical failure necessitate backup power solutions that are reliable and easy to operate.

Topics covered in the white paper include:

- What is a fuel cell?
- Types of fuel cells
- Hydrogen safety
- The need for backup power
- The GenCell advantage

“Fuel cells are a hot topic and the publication of our white paper is designed to educate the market about fuel cells in general and to highlight the benefits of our alkaline fuel cell solution for backup energy,” explains Rami Reshef, CEO of GenCell. “The cost breakthroughs associated with our patented alkaline fuel cell technology will enable us to deliver fuel cell power solutions that are affordable for the mainstream. Our 5kW backup power solutions overcome the significant weaknesses of other clean technologies such as solar and wind, while also overcoming legacy solutions based on batteries and diesel generators.”

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About GenCell Energy

GenCell Energy fuel cell solutions offer affordable, clean power for humanity that renders diesel generators obsolete. Using the ultra-reliable technology that powers American and Russian spacecraft, we deliver backup power for utilities, homeland security, healthcare and automated industries. Our revolutionary process to create hydrogen-on-demand from anhydrous ammonia (NH₃) enables our fuel cell solutions to provide primary power for off-grid and poor-grid telecom, as well as rural electrification. GenCell Energy has more than 80 employees, including many veterans of space and submarine projects. The company is headquartered in Israel with a worldwide distribution and support network and has unique intellectual property that includes patents, trade-secrets and know-how.

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