



Media Release

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iRex Opens New Chapter In E-Reading

Eindhoven, 22 September 2008 - The world's leading provider of e-reading solutions, Netherlands based iRex Technologies, has opened a new chapter in professional digital reading with the launch of the iRex 1000 series Digital Reader.

The iRex suite of e-reading products is growing steadily following the success of the iLiad and iLiad Book Edition amongst the consumer market. Now the launch of the iRex 1000 series, with its larger display size and memory, is spelling the end of the printed word for business professionals.

"The success of digital reading has been focused on and measured by its impact upon the book market when in fact the real revolution is happening in the business world." Said Hans Brons, CEO of iRex. "The computer revolutionised the way we do business, but it has never offered a solution to match paper. With the launch of the 1000 series it is now possible to 'print' documents onto electronic paper for the first time."

Although the iRex iLiad products with their larger screen and superior functionality have been extremely successful, the company recognised the need for a new generation solution for business. The result is the iRex 1000 series, offering superior functionality and a unique 10.2 inch screen size to allow easy reading and referencing of documents from A4 Powerpoint presentations to sophisticated PDF files and from HTML to TXT and JPEG. Increased memory ensures that users can be confident that the device will hold any and all documents they require.

Weighing less than 570 grams and only 1.2cm deep the 1000 series is an open system which synchronises easily with the PC and is able to read all common formats. The large display has 16 grey tones and storage capacity is delivered via a changeable 1GB SD card. The universal mini-USB connector can be used for transferring files as well as uploading and content can be easily transferred from the internet. The chargeable built in Li-Ion battery has sufficient power to last for several days.

The 1000 series will offer three products within the range from the DR1000 base version equipped with a USB connector, through the DR1000 S equipped with a stylus for writing which can serve as an unending notepad, to the DR1000 SW with stylus, plus WIFI and Bluetooth connectivity. The later model will not be available at the launch date but will be introduced at a later stage.

With a recent study demonstrating that the average US office worker prints more than 10,000 pages of paper a year, of which three quarters is thrown away within one week and more than half the same day, the 1000 series finally offers a way for companies and individuals to cut out the billions of pages of printed paper they produce each year, making a powerful contribution to the environment.

"Tax specialists, accountants and lawyers that previously had thick piles of documents can carry them in their digital reader; students and academics can easily save their textbooks in the device." Says Brons.

“Government and public sector organisations can make minutes and reports available electronically whilst medical specialists can have all their patient information and key texts at their fingertips. Plus, in addition to their professional documents they can also have their e-books and newspapers available.”

The new devices and their place in the suite of iRex products marks a step change in the world of digital reading consolidating iRex’s position as the first choice provider of e-reading solutions.

“Our partnership with our customers, partners and particularly the developer community is vital to drive new and better technology. By offering a suite of separate e-reader products we are not only meeting the needs but revolutionising the expectations of our customers.”

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About iRex Technologies:

iRex Technologies BV have been instrumental in pushing the frontiers of digital reading since 2001 when their team developed the electronic paper display for the Sony Librie the first commercially available e-reader launched in 2004. Following the formation of iRex Technologies in 2005 as a spin-off company from Royal Philips Electronics their focus on open innovation and co-operation has seen them become the world’s leading provider of solutions for reading written digital content with the ease and comfort of print on paper. This is combined with the interactivity, flexibility and up-dating functionality provided by digital information.

Located on the High Tech Campus in Eindhoven, the Netherlands iRex serves the B2B market as well as the consumer market and works closely with companies and publishers to enable them to offer their content (newspapers, books, documents) digitally to clients, subscribers and employees.

www.irextechnologies.com

Note to Editors:

A limited number of demonstration devices are available for short term testing. To arrange a trial and demonstration please use the contact information below.

High resolution photos can be downloaded from: <http://www.irextechnologies.com/press/downloads>

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