

IREX TECHNOLOGIES BRINGS SLEEK DR800S EREADER TO EUROPEAN MARKET

EINDHOVEN, January 13, 2010 – IREX Technologies has unveiled the DR800S, the company's newest addition to its innovative line of eReaders. The 8.1-inch touch-screen device boasts a sleek design, easy-to-use interface and open DRM policy – it will be available January. 18 in stores (amongst others Mediamarkt, FNAC and Selexyz) throughout Germany, France, Spain, Italy, Greece, the Netherlands, Belgium and the UK and online in the IREX Web shop (www.irexshop.com).

Users simply connect the device to a PC, quickly purchase and upload a book or periodical from a range of content providers. A unique screen surface differentiates the DR800S from competitive devices, and delivers a natural reading experience in the living room, on the train or in a coffee shop.

“The DR800S offers a powerful combination of distinctive design and functionality that make it so good at what it's built to do – providing users a true reading experience that far eclipses what they'd get from a multifunction device,” said Hans Brons, founder and CEO, IREX Technologies.

IREX's open-DRM policy grants users the freedom to choose where they purchase books, magazines or newspapers. The DR800S supports multiple formats, including the industry standard ePub, rather than a single, “closed” proprietary format that locks content in to a device.

The DR800S will be taken to market in cooperation with the largest European specialist distributor of ebook readers, Distriread (www.distriread.com).

Key product specifications

The DR800S features:

- **Big screen, compact design** – An 8.1-inch screen is larger than that of many of its competing products, making the DR800S ideal for reading books, magazines and newspapers with detailed graphics.
- **Purpose-built device** – With IREX's electronic paper display technology using E Ink's Vizplex imaging film, the reading experience on the DR800S is significantly more realistic than possible with a netbook or tablet device. The display also allows for longer battery life and a lightweight design.
- **Easy navigation** – Navigation is simple with the device's interactive touch screen and straightforward buttons. Pages turn faster; search and bookmarking are made easy with a tap of the stylus.
- **Customized reading** – With the touch of a button, text size is easily reduced or enlarged, margin widths can be changed and layout can be switched between portrait and landscape.
- **Transfer your documents** – Copy or transfer documents directly to the device without additional software or fees.

Other IREX products include:

DR1000S : eReader with 10.2" diagonal screen-size for business professionals and education

DR800SG: leisure reading device with built-in 3G module (US market only)

iLiad 2nd Edition: eReader with built-in 802.11g WiFi interface

iLiad Book Edition

Price and Availability

The device will sell for Euro 499/GBP 449, including VAT, and comes with a custom cover and stylus.

Note to editors

For more information please visit <http://www.irexreader.eu>, <http://www.irextechnologies.com>,
<http://www.irexreader.com>, <http://twitter.com/IREXeReader> or
<http://www.facebook.com/IREXeReader>.

About IREX Technologies

IREX Technologies BV has been instrumental in pushing the frontiers of digital reading since 2001 when it developed the electronic paper display for the Sony Librié, the first commercially-available eReader launched in 2004. Following the formation of IREX Technologies in 2005 as a spin-off company from Royal Philips Electronics, the company's focus on open innovation and co-operation has seen them become one of the world's leading providers 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.

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About E Ink Corporation

E Ink Corporation is the world's leading supplier of electronic paper display (EPD) technologies. E Ink's technology is ideal for many consumer and industrial applications spanning handheld devices, eBooks, eNewspapers, PC-accessories, public information displays and promotional signs. E Ink is a private corporation that includes among its investors and strategic partners Air Products and Chemicals, Chi Lin Technology, Epson, Hearst Corp, Intel, LG Display, Motorola, Philips, Prime View International, Toppan Printing Co and Wacom. E Ink's customers include Amazon, Casio, Citizen, Hanwang, Hitachi, IREX, Lexar, Plastic Logic, Samsung and Sony. E Ink news can be found at: www.eink.com