

Press Release

Readius® commercial product brings e-reading comfort to mobile phones using rollable displays

Eindhoven, The Netherlands – January 22nd 2008 – Polymer Vision, the inventor of rollable displays and a spin out from Philips, today introduced the Readius® product for commercial launch by mid 2008. The exclusive device exploits the versatility of rollable displays to merge the ‘reading friendly’ strengths of e-readers with the ‘high mobility’ features of mobile phones. Together with the Readius® internet portal, designed for personalisation and content selection, the company offers a whole new mobile phone category.

“People are demanding greater choice and flexibility in having overall instant access to personal content and information” said Karl McGoldrick, CEO of Polymer Vision. “They do not want to be concerned with small screens, not being able to read in sunlight, a dead battery or a device being too bulky to carry in their pocket. Readius® solves these worries and is generations ahead of anything else out there today”.



Readius® is the ideal travel companion

Designed around ease of use and mobility, Readius® can last for 30 hours of continuous reading without battery charge. The 3G HSDPA tri-band phone allows worldwide calls and high speed instant updates from personally selected news sources, email and other services.

Standard POP3 and IMAP is supported for ISP e-mail and others such as Yahoo!Mail, Google Gmail and Microsoft Exchange. The Micro SD High Capacity storage ensures quick and easy access to e-books and valuable information. Readius® also features audio capabilities, including MP3, for podcasts, audio books and music.

Readius® internet portal delivers choice and flexibility

The Readius® internet portal allows users to quickly and simply configure their Readius® User Interface as well as select content and services to individual style and needs. With zero clicks, personal data and information is then 'pushed' whenever and wherever it is needed.

The portal presents content providers with a commercially attractive channel to offer their content and services to the high growth mobile consumer market. Polymer Vision is in discussion with numerous such providers to populate the portal and make a broad choice of content and services available to Readius® owners.

Commercial

Readius® will be available for commercial launch mid 2008, creating an exceptional opportunity for mobile operators, retail outlets and content providers to win new customers, increase revenues and develop non-intrusive mobile advertising options. Specific details on timing, volumes and pricing can be discussed by appointment.

Readius®, its applications, and the content download platform, will be on show at the Mobile World Congress in Barcelona, 11th – 14th February 2008, at the **Polymer Vision booth, Hall 2, Booth C05.**

To get to know Readius® better - with videos, images and downloads - please visit the Polymer Vision website: www.polymervision.com

Summary of key specifications

Weight:	One third the average weight of e-readers (115g)
Display size:	Twice the surface area of current largest phone display (5" diagonal, 16 greyscales)
Device size:	Equal to an average mobile phone when closed (115 x 57 x 21mm)
Battery life: (Reading)	Up to six times longer than on mobile phones (30 hours continuous reading)
Connectivity:	Greatest coverage of any e-reader (Tri Band/3G HSDPA) Supporting ActiveSync and USB mass storage (USB 2.0) Communication with accessories and other devices (Bluetooth 2.0)
Processor:	Powerful processing engine (ARM11 400MHz)
Storage:	Flexible, today commercially available up to 8GB (High Capacity Micro SD)
User Interface:	Just 8 buttons (SimpleTouch Buttons)

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Readius® leads to a more environmentally friendly future

Polymer Vision sees a future where over 3 billion mobile users have compact, more power efficient, secure mobile devices - with screens large enough to trigger dramatic reductions in the casual use of paper. The company is thereby highly motivated to play a key role in creating a more environmentally friendly future while successfully commercializing their products.



About Polymer Vision

Polymer Vision is the inventor of rollable displays and the pioneer of rollable display enabled mobile devices. It is the first company to bring organic semiconductor based flexible/rollable displays to production and the first to announce a related commercial product. Polymer Vision Ltd is a private company which spun out of Philips at the end of 2006. In 2007 it acquired all the assets of Innos UK Ltd to establish Polymer Vision (UK) Ltd in Southampton, England, now the display manufacturing arm of the company. Also in 2007 Polymer Vision received the prestigious "Innovation Award" at the 3GSM Congress in Barcelona in recognition of the significant contribution of Polymer Vision to the mobile industry.

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