

The coming off electronic paper is unstoppable

Dutch bookstore chain has scoop with e-reader from iRex.

Eindhoven, 29 October 2007 --- Bookstore chain Selexyz will start as the first bookstore in the Netherlands with the sales of the digital book reader, the iLiad. The bookstore group Netherlands (BGN), of which the Selexyz stores are part, will step into the sales of digital books, a total new concept for the Dutch book market. The iLiad will make it possible for the reader to download and read all electronic content on a good readable display that reads just like from paper. The iLiad is developed by the Philips spin-off iRex Technologies BV.

After the French leading newspaper in electronic newspaper publishing Les Echos, which started earlier this month as the first in the world with a daily newspaper on electronic paper, the book industry is next. This will be realized thanks to the innovative electronic paper display technology. Based on electronic paper, iRex offers solutions to read digital content as if it is printed on regular paper, without compromising the reading comfort, like unwanted light reflection. Daylight or a simple reading light is already sufficient to offer a perfect readability.

The e-reader costs € 649. Selexyz will provide the first devices with the latest book from Max Westerman, 'In alle staten.' Via the website of the bookstore chain, www.selexyz.nl, over 100 titles are available as free downloads. In addition over 49.000 commercial titles are already available via Mobipocket, the e-book format from Amazon.

The portable reader from iRex has a built in WiFi module that allows you to download updates and new content wireless. At anytime, anywhere, it is now possible to receive and read digital content.

Just like with a paper book the reader can make annotations. But unlike a paper book the reader can transfer the text with the annotations to his PC or forward and share them with friends and colleagues.

About iRex Technologies

iRex offers, based on electronic paper, solutions to read digital content as if it was printed on regular paper, only now combined with the interactivity, flexibility and the possibility to continually update digital information. iRex aims both on the B2B market as the consumer market. The enterprise supports companies and publishers in displaying their information (newspapers, books, documents) to customers, subscribers and employees. iRex Technologies B.V. is a spin-off from Royal Philips Electronics and is located on the High Tech Campus in Eindhoven.

www.irextechnologies.com.

Note for editorial staff, not for publication

Interested editors are offered the possibility to test the iLiad for a number of weeks. This can be requested via the contact details below.

During the digital lifestyle event 'BrightLive', which will take place from 30 November till 2 December in Amsterdam, iRex will demonstrate the iLiad to the public. For more information see www.brightlive.nl

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

For more information for the press:

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