

Press Release

iRex launches the iLiad Book Edition, a lightweight digital book reader

Special edition aimed at the book market

Eindhoven, the Netherlands, 7 May 2008 --- iRex Technologies, the Dutch pioneer in the development of electronic paper, is introducing a digital reader aimed at the book market. The digital book reader, iLiad Book Edition, is a lower priced and simplified version of the successful iLiad. The iLiad is already being used by several newspapers, such as the Dutch NRC Handelsblad and the French Les Echos, to deliver newspapers on a daily basis to subscribers. The new iLiad Book Edition will focus on book reading and will be available for sale beginning 9 May.

The iLiad Book Edition is *not* equipped with a built-in WiFi module for downloading the latest news, but otherwise has the same features as the original iLiad. The Book Edition, which will cost €499, comes pre-loaded with 50 books. With plenty of internal memory that can be extended up to 8 gigabytes, it is no longer necessary to choose which book to take: the iLiad Book Edition can fit an entire library in a pocket.

Thanks to the high resolution and high contrast of the screen, reading from the display is very comfortable; eyestrain is something of the past. The screen allows for close to a 180° viewing angle and reads just like 'normal' paper would. Daylight or a simple reading light is all that is needed for the perfect reading experience.

The iLiad Book Edition includes a selection of 50 classic works from English literature. Titles range from Alice's Adventures in Wonderland by Lewis Carroll to Pride and Prejudice from Jane Austen, from Dracula from Bram Stokers to Wuthering Heights by Charlotte Bronte.

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"We see a lot of potential offering digital books alongside newspapers. It fits with the image of the digital era," says Hans Brons, CEO of iRex Technologies "We have shown what

this technology can do for the newspaper market and we expect to do the same with the book market," said Brons.

About iRex Technologies

iRex Technologies develops electronic paper solutions that allow the reading of digital content as if it were printed on paper and combining it with the interactivity and flexibility of a digital technology. iRex Technologies supports publishers with displaying their information (newspapers, books and 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, the Netherlands. www.irextechnologies.com

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