



Media Release

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iRex Technologies Developing a High Quality, Full Color Digital Reader.

Eindhoven, 2 June 2009 - The world's leading provider of e-reading solutions, Netherlands-based iRex Technologies (www.irextechnologies.com), announced new progress on development of a next generation of color, writable, ultra-thin digital readers expected to launch mid 2011. This news reaffirms and substantiates iRex's position as a leading innovator in the digital reading market following their 2008 launch of the iRex DR1000. Leading the way for others, the DR1000 was the first commercially available 'writable' digital reader with a 10.2 inch screen.

Speaking at the Society for Information Display (SID) conference in San Antonio, TX (USA), iRex's leading display expert Alex Henzen, confirmed the company's commitment to push the boundaries of electrophoretic display technology in order to meet consumer demand for competitively priced, high quality digital readers.

"The ultimate goal of an electronic paper display is to mimic the appearance of pigment on paper. This means more than just bright color, the reflection also has to be diffuse," explained Henzen. "iRex's subtractive color mixing technology will allow us to produce a wide range of colors in high resolution to deliver magazine-quality color to our e-reader customers.

The current color solution for electrophoretic displays – those displays universally found in e-readers - employ additive color mixing techniques and filters that compromise the reading quality of the display. The new iRex solution will be based on subtractive color mixing similar to physical printing which will offer three times the brightness of current color prototypes.

"iRex is in constant dialogue with its customers and partners. As a result, iRex was the first to recognize the demand for a writable large screen reader allowing full page PDF files and e-newspapers to retain their original look, feel and layout. The next step is color," comments Willem Endhoven, VP of marketing and business development at iRex Technologies. "It is our mission to innovate with our partners and support them in delivering their content in the best possible way to their target audience. A high quality color solution will open the gates for color rich periodicals to publish their content on the electronic paper platform."

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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 Librié 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

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