



## PRESS RELEASE

### **iRex and East agreed to provide sales and technical support for business rollout of the iLiad electronic paper device in Japan.**

On April 23th 2007, iRex Technologies (Pres. Hans Brons, located in the Netherlands, <http://www.irextechnologies.com/>) and East Co., Ltd. (Pres. Kazuo Shimokawa, located at Yoyogi, Shibuya, Tokyo Japan, <http://www.est.co.jp>) agreed that East provides sales and technical support for the iLiad electronic paper device for reading of amongst others digital books and newspapers in Japan.

In Europe the iLiad is adopted in the eNews project of (Ifra) and first trials for electronic newspaper distribution has started.

Although many business organizations have been developing electronic paper as basic technology, there are only a few that can mass-produce, commercialized electronic paper reading devices like iRex with the iLiad. iRex' services experience in the overseas book- and newspaper publishing markets together with East's experience in the same Japanese markets will revitalize the electronic paper and reading device market in Japan.

iRex Technologies BV, founded in 2005, is a venture corporation originated from Royal Philips Electronics.

iRex Technologies is a leading creator of electronic paper devices and supports publishers and retailers of digital print media with electronic content distribution services worldwide.

East Co., Ltd., founded in 1985, is a software company and develops internet server applications such as news content solutions using NewsML, electronic publishing and dictionary web servers and provides support for server operation and management.

Comment of iRex Pres. Hans Brons:

"With East, iRex has found a partner of choice to service the Japanese book- and newspaper publishing markets with iRex' solutions. Through this partnership we expect to generate real momentum in the uptake of electronic paper based devices and a breakthrough in electronic news distribution in Japan. We expect this partnership to be longstanding and of great benefit to our customers and prospects."

Comment of East Pres. Kazuo Shimokawa:

"My first encounter of this kind of device was Go!'s PenPoint in 1992. I assisted in a positive way the Rocket Books in 1998 and the Panasonic SigmaBook and Sony Librie in 2004. I have felt strongly the need of such handy reading devices and this time I am very pleased to be able to introduce iRex's leading edge device to the Japanese people."

**Inquiries for this please e-mail to [iliad@est.co.jp](mailto:iliad@est.co.jp).**

### About iRex Technologies

iRex Technologies BV, founded in July 2005, located at the High Tech Campus in Eindhoven, The Netherlands, is a spin-off company from Royal Philips Electronics. iRex Technologies' mission is to provide solutions for reading written digital content with the ease and comfort of print on paper, combined with the interactivity, flexibility and updating ability of digital information. iRex Technologies BV has a Business-to-Business focus: supporting organizations in bringing their content (newspapers, books, documents) to their members, customers and employees, wherever they are, whenever they want.

### Media relations:

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