

# Press Release

## "Design acknowledgement for IREX Digital Reader electronic paper"

On December 10, 2009 IREX Technologies (High Tech Campus Eindhoven) and GBO DESIGN ENGINEERING (Helmond) will receive the Goed Industrieel Ontwerp acknowledgement for the IREX Digital Reader 1000S. The GIO acknowledgement 2009 is the only prize in the Netherlands that honors the craftsmanship of designer and client. To be eligible for this price, a product has to be more than just beautiful. Functionality, innovation, originality, respect and materials are equally important. The IREX Digital Reader 1000S sent by GBO did well to all these criteria according to the jury.

In late 2008, the IREX Digital Reader had already been selected for the Brainport exhibition in Hong Kong "Top Design is the Bottom Line". In the meantime the product has become a global success. GBO was responsible for design, engineering and constructing models during the design process. The entire project was realized in a few months. For IREX, the DR1000S was the breakthrough to the professional market, where reading A4 documents required an electronic paper solution with a 10.2" format. Together with GBO is chosen for an elegant design that incorporated the touch sensors on the sides of the device.

The IREX Digital Reader 1000S is the first e-reader that can display A4 documents. The 10.2 inch display uses electronic ink to display documents, e-books and presentations. It is possible to use a stylus to make notes in documents. The e-reader has 1GB memory in the form of an included SD card. This provides enough storage for approximately 20,000 pages of text.

More information about these topics can be found on the following websites:

[www.gbo.eu](http://www.gbo.eu)

[www.gio.nl](http://www.gio.nl)

IREX Technologies BV has 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 cooperation has seen them become the world's leading provider of e-reading solutions. IREX works closely with companies and publishers to enable them to offer their content digitally to clients, subscribers and employees. [www.irextechnologies.com](http://www.irextechnologies.com)