



# Media Release

4<sup>th</sup> December 2008

## e-newspaper reality fulfils dreams of a Green Christmas

Eindhoven, 4<sup>th</sup> December 2008 - The world's leading provider of e-reading solutions, Netherlands based iRex Technologies, has offered an environmental Christmas present with the announcement of a deal to offer over 800 newspapers from 81 countries on its new iRex Digital Reader 1000 series. And as an added Christmas gift the subscription will be offered free of charge for one month for existing and new customers from the launch date of Thursday 11<sup>th</sup> December 2008.

With the world consuming over 300 million tonnes of paper annually, the potential implications of receiving and reading newspaper electronically are huge, but until now devices such as the Amazon Kindle have only offered around 30 titles and the restrictions of their small screen size have caused headaches for publishers wishing to replicate the newspaper experience for the digital consumer. The iRex DR1000 developed with the business market in mind offers the world's largest display allowing full page pdf files and now e-newspapers to retain their original look and feel and layout thereby offering the reader an unparalleled digital reading experience.

The partnership with NewspaperDirect, the world leader in multi-channel newspaper and magazine content distribution and monetization will create an offering which will dwarf the current ranges on offer with other e-readers. The stable of titles available include The Daily Telegraph, Independent, Observer, The Guardian and many regional titles including the London Evening Standard plus a huge range of European and international titles including Le Figaro, Die Welt, NRC Handelsblad, The Wall Street Journal, Gulf News, The Straits Times and The Sunday Times of Johannesburg.

This announcement cements the iRex DR1000 in its position as the choice for the business professional. Now executives may have access to all their business documents anytime, anywhere plus access their favourite business newspapers and key industry news at the same time as making a powerful positive contribution to the environment.

The breakthrough illustrates the benefits of the iRex commercial approach, one of open platform technology and innovation through partnership which has led to the NewspaperDirect PressReader being developed and integrated into the iRex platform.

"Every breakthrough is a catalyst for new partnerships and developments as businesses begin to understand the potential of using an e-paper platform to grow their offerings." Explains iRex CEO Hans Brons. "The environmental benefits of e-paper are almost incalculable and I have no doubt that when existing and new iRex customers receive their free month's NewspaperDirect trial it will convince them iRex finally offers the practical alternative to paper."

"The launch of the iRex DR1000 with NewspaperDirect's PressReader application couldn't be more timely," said Alexander Kroogman, CEO of NewspaperDirect. "Today publishers understand that their newspapers and magazines need to be available to readers anywhere, anytime, any way they want to read them. It is why NewspaperDirect is committed to ensuring all content of its publishing partners is available on all the latest devices like the iRex DR1000."

**Note to Editors:**

**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](http://www.irextechnologies.com)

**About NewspaperDirect:**

Founded in 1999, NewspaperDirect Inc. is the world leader in multi-channel newspaper and magazine content distribution and monetisation. The company's PressDisplay.com offering is the world's largest online newspaper kiosk, providing instant access to over 800 newspapers and magazines from 81 countries in 38 languages. Readers can view publications online, download titles for offline viewing with PressReader, vote and comment on articles, instantly translate articles in up to 12 different languages, listen to publications on their PCs, Macs or mobile devices, and enjoy reading hundreds of publications that have been optimized for the iRex DR1000 as well as smartphones, iPhones, iPod Touch and BlackBerry devices. Special versions of PressDisplay.com are available for the library, corporate, airline, hotel and OEM markets.

NewspaperDirect's SmartEdition e-paper solution, powered by PressDisplay technology, fits every publisher's needs with zero operational cost. With SmartEdition, a publisher's subscribers benefit from anywhere/anytime access to current and back issues of their publications, while enjoying premium digital features such as voice narration, instant translation, article sharing, integration with leading blog platforms, and advanced searching. NewspaperDirect provides full hosting, payment acceptance, customer service management and technical support.

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

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