

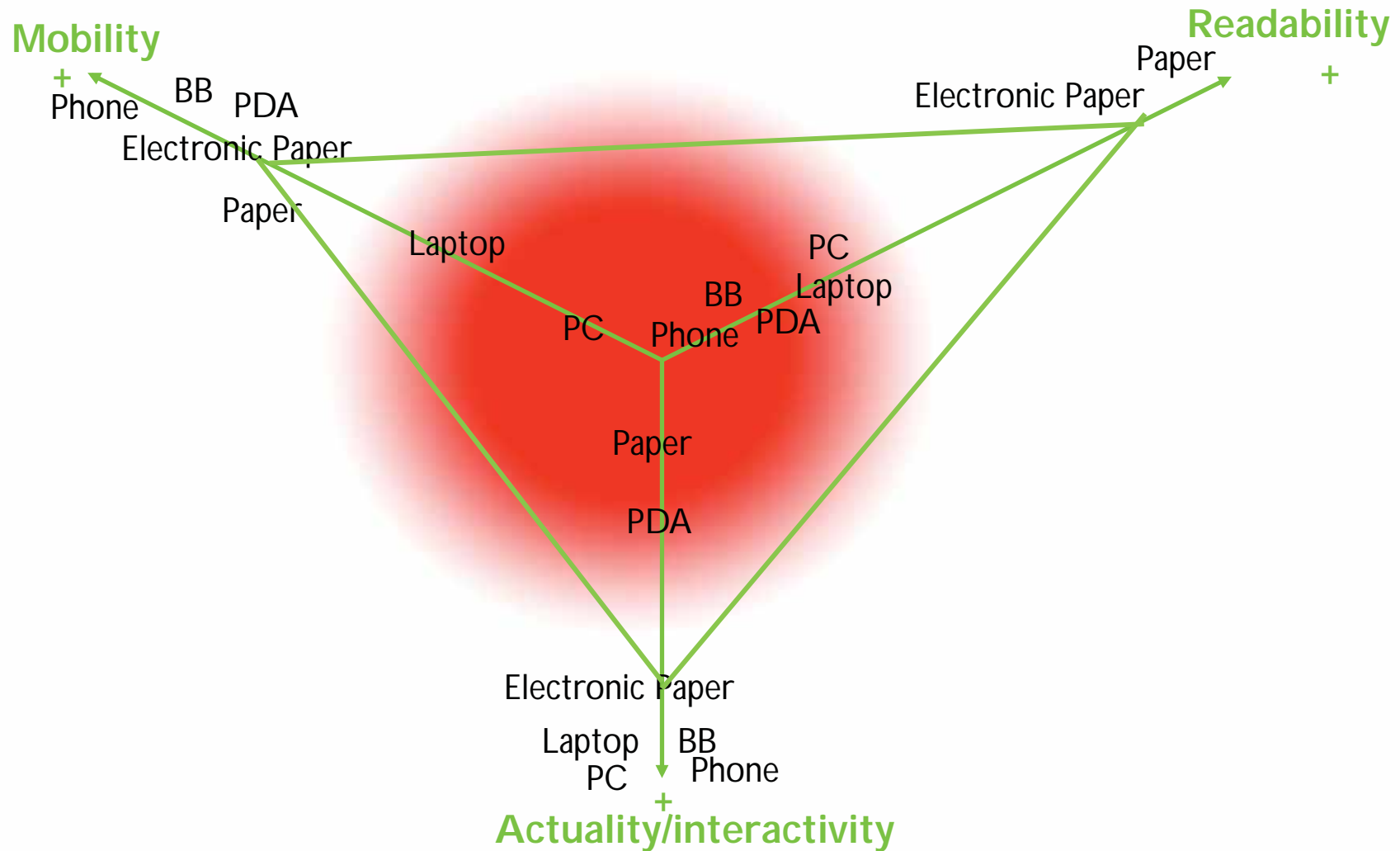
**“Unlocking the potential
of Electronic Paper”**

iRex Technologies by

iRex Technologies bv

- **Spin-off from Royal Philips, fFounded Summer 2005**
- **Share holders**
 - ABNAMRO & Main Capital
 - Founders
- **Based in the Netherlands, global activities**
- **40+ employees**
- **Technology leadership since 2001:**
 - Fundamental display research
 - Advanced development
 - Display creation
 - Device creation
 - Delivery service

3 Important characteristics: “readability, mobility, actuality”



Consumer benefits.....Paper reading



Open system approach

Electronic Paper

Perspective

- **2005-start iRex Technologies**
- **2006-market introduction of the iLiad**
 - Consumers - Partners
- **2007-the year of content & content delivery**
 - Formats - Standards - Conversion
- **2008**
 - Trends
 - Awareness:
 - Lots of news coverage (France, Netherlands, UK)
 - Many new players
 - →Awareness is not enough.....
 - Managing expectations:
 - World of choice
 - →Price points for content and devices
- **Providing a full solution: partnership**

Momentum in Europe

- **Newspapers**
 - Les Echos (Fr)
 - NRC Handelsblad (NL)
- **Books**
 - On-line retailing
 - Off-line retailing
- **Documents**
 - Professional applications
 - Educational applications

... if you are not in in today, you will be not be part of it tomorrow...

(Vincent Evers – trend watcher)

Thank you for your attention.

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