

MEET THE FAMILY

The UK's most comprehensive range of eBooks and Tablets



For Immediate Release:

MEET THE FAMILY: UK Company Elonex launches UK's largest range of eBooks & Tablets

IFA 2010, Berlin – Stand 102, Hall 13

UK Company Elonex showcases breakthrough product range at IFA 2010, introducing the UK's largest range of eBook Readers and eTouch™ Tablets. A pioneer of Digital Convergence and a market leader in the eBook sector, Elonex's incredible new portfolio is set to invigorate a market currently dominated by Apple, Sony and Amazon, giving customers more choice, affordability and open platforms.

Unveiled today at the IFA Consumer Electronics show in Berlin, Elonex has launched the UK's largest range of eBooks and eTouch™ Tablets, including a number of UK firsts. Including a total of 7 new eBook Readers and 3 eTouch Tablets, the latest in Elonex's award winning range includes:

- the UK's **largest range** of eBooks and Tablets
- the UK's **cheapest** eBook (SRP £79 500FB)
- the UK's **first sub £100** DRM colour eBook (SRP £99 500EB)
- the UK's first range of **full colour** eBooks
- the UK's **first FreeBooks**
- the UK's **cheapest tablet** (SRP £99 700ET)
- the UK's **cheapest 10"** tablet (SRP £149 1000ET)

Showcasing advances in form, function and user experience, the innovative range from Elonex caters for the needs every lifestyle, giving an affordable way to consume latest digital content and media. Whether its on the daily commute or in the office, going 'back to school' or in your work breaks, sitting in the garden, going on holiday, lounging on the beach or simply just going to bed, there is something for everyone in the new Elonex range.

Elonex eBook™ & freeBook™

Each new product has been carefully designed to move the eBook product from being an expensive 'toy for bookworms' towards the 'iPod generation' by adding trendy new functionality and affordable pricing. While the new range of eBooks has been designed by readers, for readers, with the reading experience being paramount; the range has focussed on offering an array of ways to entertain. New features include colour eBooks, colour photos, music and audioBooks, colour HD video, HD video output to an external TV, Wireless internet including Facebook™ and Twitter™ as well as new design features including rubberised and metallic surfaces for additional grip, and anti glare screens and improved ergonomics.

Elonex eBooks aim not to *replace* physical books but to offer a different experience that can't be offered by the confines of the printed page. By launching both eInk and LCD Colour eBooks, Elonex has offered users the best choice of how they prefer to enjoy their digital media, using the two competing technologies in the eBook sector. eInk eBooks are undoubtedly better for reading plain-text books, and offer a non-glare experience even in direct sunlight; but in contrast LCD colour gives a full colour experience, motion & animation, as well as HD video and due to LED backlighting, gives a bright and clear display in low light levels - great for reading in bed.

In conjunction with traditional eBook features such as changing the font type, font size, reading in landscape or portrait, combined with new innovative digital content the Elonex range offers an experience like never before.

Elonex eBooks contain Reader® Mobile Technology by Adobe Systems Incorporated.

eBook™ and freeBook™ products launched:

- 500FB** – 5" LCD Colour freeBook – Pocket-sized for reading freeBooks, viewing colour photos & movies and listening to music on the move
- 500EB** – 5" LCD Colour eBook – Pocket-sized for reading DRM protected eBooks, viewing colour photos & 720p HD movies and listening to music on the move
- 621EB** – 6" eInk eBook – For reading DRM protected eBooks, viewing photos & listening to music in an ultra light, ultra thin product
- 631EB** – 6" eInk Wi-Fi eBook – For reading DRM protected eBooks, downloading eBooks wirelessly, viewing photos & listening to music.
- 700FB** – 7" LCD Colour freeBook – For reading freeBooks, viewing colour photos & movies and listening to music on the move
- 700EB** – 7" LCD Colour eBook – For reading DRM protected eBooks, viewing colour photos & 720p HD movies and listening to music on the move
- 710EB** – 7" Touch-screen Wi-Fi LCD Colour eBook – Elonex's flagship eBook model for reading DRM protected eBooks, viewing colour photos & 1080i HD movies, outputting to TV via HDMI, listening to and streaming music, browsing the internet wirelessly.

(+ Accessory ranges)

Continues...

Elonex eTouch™

Elonex launch a brand new category at IFA 2010 with its eTouch™ Tablet range. Designed to give the user a whole new experience of browsing the internet and eMailing, the touch-screen tablets let you navigate around with a flick of your fingertips and with the ultra thin, keyboard-less form factor, the eTouch™ comes inside your personal space giving you an incredibly immersive experience.

The eTouch tablets use the touch optimised Google® Android™ OS, which is fastly becoming one of the world's favourite platforms. The intuitive operating system comes with a range of embedded apps letting you enjoy music, movies, photos, the internet, social networking, eMail, communication as well as access to wirelessly download more apps to let you get the most from your tablet.

The eTouch 1000ET tablet incorporates a newly developed Elonex CPU, the LNX Code e11, developed using the ARM architecture. The brand new chip runs at 1.0 GHz to give an incredibly stable performance at low power usage and with a built in graphic processor can handle HD video with ease.

Whether for work or for play, the eTouch caters for every lifestyle. Elonex has also launched a range of innovative accessories to accompany the tablets including a protective 7" and 10" Keyboard Case (not included as standard). These durable and stylish cases not only add a fashionable twist to the product, but also give an edge to the user's productivity by adding a USB keyboard. This physical QWERTY keyboard works in conjunction with the eTouch's onboard virtual keyboard to help maximise the users output.



The eTouch range introduces the UK's cheapest 7" tablet as well as the UK's cheapest 10" tablet. The tremendous balance of design, performance and affordability makes the eTouch range the most exciting choice for people looking for an inspiring device to fit their everyday lifestyle.

eTouch™ products launched:

700ET – 7" eTouch Tablet – entry level Wi-Fi, Touch screen, Google® Android™ OS

750ET – 7" eTouch Tablet – Wi-Fi, Touch screen, Google® Android™ OS

1000ET – 10" eTouch Tablet – Wi-Fi, Touch screen, Google® Android™ OS

(+ Accessory ranges including Keyboard Cases)

Continues...

Nick Smith, CEO of Elonex comments *“IFA 2010 is an ideal platform for Elonex to launch such an exciting range of products to our global customers. As a UK company we are proud to fly the British flag, offering an innovative range of products in an emerging sector, at incredibly affordable pricing. The Elonex eBooks and eTouches represent a real alternative to buying a proprietary Apple, Sony or Amazon product.”*

“After the success of our first eBook Readers, Elonex identified the eBook and Tablet sectors as strong growth areas and with this new range we aim to bring our retailers and customers an exciting Christmas period. Elonex is confident that users will find the new products both well balanced and innovative, and as always our customers can rely on the high standards of service, support and craftsmanship that define Elonex’s company ethics.”

Sam Goult, Marketing Manager of Elonex continues, *“Elonex’s new eBook and eTouch range offer the largest choice for our customers, letting people consume their digital media in the way that suits their lifestyle the best. Whether your passion is reading, music, movies, surfing the net, social networking or you just love stylish new gadgets there is an eBook or eTouch for everyone.”*

“Our research has let Elonex tailor these products to meet the demands of our customers dynamic and rapidly changing lifestyles. For eBook, our studies show a split between people who want a dedicated eBook reader and those who want a multi-functional device to entertain them at home and away. For eTouch, while the acceptance of tablet computing is growing, the laptop is still king and tablets are seen as more of a secondary, leisure device that the vast majority of people will not pay extortionate prices for. With this in mind, each product has been designed to give our customers a superb user experience from stylish and quality products, dedicated to a wide variety of personal tastes.”

“With Elonex set to be one of the hot topics at this years IFA show and with such an exciting and stylish range, we hope that you find an Elonex eBook or eTouch under a tree at home this Christmas time!”

The Elonex eBook and eTouch range are launching at IFA 2010 in Berlin from 3-8th Sept at stand 102 in Hall 13 – the IFA eLibrary. Product availability from 15th September in the UK with a full rollout to global retail shortly afterwards.

For further information, sample requests, images please contact Sam Goult, Marketing Manager of Elonex at **sgoult @ elonex (dot) com** or on **0871 222 3456**

Elonex International

Elonex was founded in 1986 to offer computer and related IT services. Now in its 25th year, Elonex is now one of the most respected suppliers of innovative consumer electronics to the modern digital home market. Elonex owns a number of patents including the “powersave” functionality present in all monitors and has launched a number of ‘world firsts’ in its innovative product line-up, delivering a unique and exciting proposition to its worldwide customer base.

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