

Press Release

**NRC**  **HANDELSBLAD**



### **NRC Handelsblad, first Dutch newspaper on electronic paper**

Eindhoven, 6 March 2008 --- As of today, NRC Handelsblad will be the first Dutch newspaper published daily on electronic paper. For subscribers with an iLiad eReader, the complete ePaper newspaper, including all articles and supplements, will be available at any location, anytime.

With a wide variety of eReaders available on the market, NRC Handelsblad has chosen the iLiad eReader from the Dutch company iRex Technologies, the inventors of the electronic paper. The iLiad is a compact device that provides a new way to experience reading. It boasts an impressive display utilizing breakthrough technology that's almost paper, making it easy to read digital books, newspapers, and other documents even in bright sunlight. It's even possible to make notes and drawings on the iLiad.

iRex is happy with the decision of NRC Handelsblad. "A new age of reading has dawned for the modern person who always likes to be informed about everything", said Hans Brons, CEO of iRex Technologies. "With this revolutionary technology from Dutch soil, we fulfill the needs of the modern reader: a paper-like reading experience with the advantages of the Internet. We are very excited to make this first step in the Netherlands with NRC Handelsblad," emphasized Brons.

With an ePaper subscription on NRC Handelsblad, the reader will always be the first to receive their newspaper. During weekdays, the newspaper will be available from 15:00 onward and on Saturdays starting from 7:00.

The newspaper can be downloaded within seconds using a WiFi connection and is immediately available for extended reading; where and when the subscriber chooses.

The iLiad and ePaper are available for purchase at the web shop of NRC Handelsblad. The iLiad will be offered for an exclusive price of € 499,- to regular subscribers of NRC Handelsblad; they will receive the ePaper subscription for free. The iLiad, in combination with a one year NRC Handelsblad ePaper subscription, will cost € 699,-. This will also include a USB-stick (1Gb)

containing a number of eBooks such as De Goede Stad from Geert Mak and E-zien van 2008 from Fokke & Sukke. De iLiad and ePaper are also available in the selexyz bookstores.

#### About iRex Technologies

iRex Technologies develops solutions based on electronic paper technology, enabling users to read digital content as if it were printed on regular paper; now combined with the interactivity and flexibility of digital information. iRex Technologies supports publishers in displaying their information (newspapers, books and documents) to customers, subscribers and employees. iRex Technologies B.V. is a spin-off from Royal Philips Electronics and is located on the High Tech Campus in Eindhoven, the Netherlands.

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