

Plastic Logic is Named to MIT's Technology Review 2010 TR50 List of the World's Most Innovative Companies

Honored for the QUE proReader, Based on Breakthrough Plastic Electronics Technology

CAMBRIDGE, Mass. —February 23, 2010— [Technology Review](#) today announced the [2010 TR50](#), the first annual list of the 50 most innovative companies in the world. Among the prestigious group that ranges from Fortune 500 brands to young companies, Plastic Logic was honored as a TR50 Private Computing Company for the QUE proReader, which is based on its breakthrough plastic electronics technology. Each company in the 2010 TR50 has excelled not only at inventing technology but also at using it to transform how we live and work. Spanning energy, computing, the Web, biomedicine, and materials, each company on the list was evaluated based on its business model, strategies for deploying and scaling up its technologies, and the likelihood of success.

More than an eReader, [QUE](#) is designed specifically to provide a premium reading experience for people who not only like to read, but need to read – business professionals. At its debut at the 2010 Consumer Electronics Show in January, QUE won widespread acclaim for its sleek 8.5 x 11 inch form factor, crisp large easy-to-read black and white display, intuitive touchscreen user interface and a reading experience that bring all the benefits of paper and more. Better than paper, QUE gives you anywhere anytime access to your content and powerful tools to help you manage your business reading and handle your business documents. And QUE truVue brings the experience of reading eNewspapers and eMagazines to a new level, with special formatting that gives the look, feel and personality of the printed magazine and newspaper to the digital version on QUE.

“We are thrilled to be named to the 2010 TR50 and to be recognized really for two major technology advancements: QUE, the world's first proReader, and for our pioneering work in [plastic electronics](#) display technology which has made QUE possible,” said [Richard Archuleta](#), CEO of Plastic Logic.

As Technology Review noted, the QUE proReader is “the first to use transistors based on organic polymers rather than silicon. Organic transistors make it possible to use a plastic backing instead of glass, resulting in a reader that's thin, flexible, lightweight, and extremely durable.” Plastic Logic's patented plastic display technology at the core of QUE has been 10 years in development, since the company's founding by two professors from the prestigious University of Cambridge (UK) [Cavendish Labs](#).

“In choosing the TR50, we picked companies with this year's most important inventions and breakthroughs. But we also selected companies that are

successfully growing businesses and markets around innovative new products,” said [Jason Pontin](#), editor in chief and publisher of *Technology Review*. “The TR50 list is our selection of companies that show the most impressive innovation in commercializing new technologies.”

The 2010 TR50 highlights the significant changes underway in technology, particularly in the areas of computing and energy. For example, in computing, *Technology Review* selected IBM for its launch of cloud-computing services, and Google for its development of Chrome OS, an operating system designed to run on the Web. Amazon, Apple, and Twitter made the list for their innovative new products and services that are changing how we read and interact online.

“As varied as the companies in the TR50 collection are, they all demonstrate the power and potential of innovative thinking for a better tomorrow. We will be increasing our coverage around how businesses are creating and adapting to new technologies,” said Pontin. “This is the first of several new business intelligence offerings by *Technology Review*.”

NOTE: A complete list of the 2010 TR50 is available at <http://www.technologyreview.com/companywatch/tr50/>>

About Technology Review, Inc.

Technology Review, Inc., an independent media company owned by [MIT](#), is the authority on the future of technology, identifying emerging technologies and analyzing their impact for leaders. Technology Review’s media properties include *Technology Review* magazine, the oldest technology magazine in the world (founded in 1899); the daily news website [TechnologyReview.com](http://www.technologyreview.com); and events such as the annual [EmTech@MIT Conference](#).

About Plastic Logic

Plastic Logic's mission is to lead a revolution in the way people acquire, organize and consume information. We are using our proprietary technology leadership in plastic electronics to create a range of innovative products. Our first product, the QUE™ proReader, was unveiled at the 2010 Consumer Electronics Show. Pre-orders may be placed at the QUE store (<http://www.QUE.com>). Founded in 2000 by researchers out of the Cambridge University Cavendish Laboratory, Plastic Logic has research and development in Cambridge, England; high-volume, state-of-the-art manufacturing in Dresden, Germany; and executive management, product engineering, sales and marketing headquartered in Mountain View, California. For more information about Plastic Logic, please go to <http://www.plasticlogic.com>.

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