



## **QUE™ proReader by Plastic Logic to Feature Professional Content from Renowned Tech Publishers: Bonnier, IDG and MIT's Technology Review**

**MOUNTAIN VIEW, CA –DECEMBER 3, 2009** – Plastic Logic today announced further agreements with strategic content partners for QUE™ (pronounced “Q”), the world’s first [proReader](#). The agreements are with the Bonnier Corporation’s *Popular Science* - the world's largest science and technology magazine, International Data Group (IDG), the world's leading technology media, events, and research company, and Massachusetts Institute of Technology’s *Technology Review*, the oldest technology magazine in the world.

QUE customers will be able to receive *Popular Science*, *PC World*, *Macworld*, *CIOWorld*, *NetworkWorld*, *ComputerWorld*, *InfoWorld* and *Technology Review* directly from the QUE store. Today’s news builds on previously announced strategic content partnerships, including agreements with *Financial Times*, *USA TODAY*, *Detroit Free Press*, and *Detroit News*.

“With this announcement, we continue our goal of creating strategic content partnerships with market-leading publishers and establishing QUE as an essential tool for business professionals. Bonnier, IDG and MIT bring world-class technology and business content to QUE,” said Daren Benzi, Vice President of Business Development for Plastic Logic. “We look forward to working with these great partners.”

Scheduled to premiere January 7, 2010 at the Consumer Electronics Show in Las Vegas (Central Hall of Las Vegas Convention Center, Booth 11840), the [QUE](#) proReader defines a new category of eReaders designed to support the lifestyles of today’s business professionals. More than an eReader, QUE means business.

“*Popular Science* is founded on the idea of delivering ‘*The Future Now.*’ Our support for QUE is an excellent example of how we’re doing just that,” said Gregg Hano, Group Publisher of Bonnier’s Technology Group, which includes *PopSci*. “By partnering with Plastic Logic and the QUE proReader, we are providing an exceptional new digital reading experience for our award-winning content.”

“IDG readers expect us to make content available on exciting, new platforms such as the QUE proReader,” said Bob Carrigan, CEO, IDG Communications. “Plastic Logic has been on our radar since it won the People’s Choice Award at

IDG's DEMO event last year. We're impressed with how the QUE proReader addresses the unique needs of business professionals."

QUE supports the document formats business users need (including PDF, Word, PowerPoint, Excel documents and more) and can handle a file cabinet's worth of customer-generated documents. In addition, the QUE store will give users access to highly valued business and professional newspapers, periodicals and eBooks, including access to over 1 million eBooks available through Barnes & Noble.

The ultra-thin, lightweight and wirelessly enabled QUE is the size of an 8.5 x 11 inch pad of paper, about a 1/3 inch thick, and weighs about a pound. QUE stands out in a crowd because it's a business reader, but it's also unique for its shatterproof [plastic display](#), which is based on Plastic Logic's pioneering plastic electronics technology. QUE also distinguishes itself with the largest touchscreen in the industry, an intuitive touchscreen user interface, and powerful tools for interacting with and managing of content.

"As a publisher covering the intersection of business and technology, *Technology Review's* content is a perfect fit for this platform," said Kathleen Kennedy, Chief Strategy Officer of *Technology Review*, Inc. "QUE offers exciting new opportunities for our readers as well as our advertising partners."

The QUE proReader will be available in early 2010 at <http://www.QUEreader.com> as well as through Barnes & Noble bookstores and bn.com. Full product specifications, availability and pricing of QUE will be announced on January 7, 2010 at [CES](#). The QUE for CES starts at <http://www.QUEreader.com>.

### **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, QUE™, the proReader for business professionals, will enter the marketplace in 2010. 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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## **ABOUT POPSCI:**

Founded in 1872, *Popular Science* ([www.popsoci.com](http://www.popsoci.com)) is the world's largest science and technology magazine, with a circulation of 1.3 million and 7.1 million readers. Each month, *Popular Science* delivers "The Future Now," reporting on the intersection of science and everyday life with an eye toward what's new and why it matters. Our readers believe that the future is going to be better, and *Popular Science* gives them the tools and information to improve their technology and their world. Popular Science was the winner of the 2004 National Magazine Award for General Excellence. *Popular Science* is published by the Bonnier Corporation ([www.bonniercorp.com](http://www.bonniercorp.com)), one of the largest consumer-publishing groups in America and the leading media company serving passionate, highly engaged audiences through more than 40 special-interest magazines and related multimedia projects and events.

## **About International Data Group**

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include *CIO*, *CSO*, *Computerworld*, *GamePro*, *InfoWorld*, *ITworld*, *Macworld*, *Network World*, and *PC World*. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.

IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 1000 IDC analysts in more than 100 countries provide global, regional, and local expertise on technology and industry opportunities and trends.

## **About Technology Review, Inc.**

*Technology Review*, the oldest technology magazine in the world, is published by Technology Review, Inc., an independent media company owned by the Massachusetts Institute of Technology. Founded in 1899, the award-winning magazine describes emerging technologies and analyzes their impact for leaders. Occupying a unique position at the intersection of business and technology, *Technology Review's* global offerings include international editions in China, Germany, India, Italy, Spain and South America as well as live events such as the annual EmTech Conference at MIT and the daily new analysis website *TechnologyReview.com*.

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