

# QUE™

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Press Release  
October 19, 2009



## QUE™ proReader by Plastic Logic, Premiering January 7 at CES

**Mountain View, CA – October 19, 2009** – Plastic Logic revealed today its plans to unveil QUE™ (pronounced “Q”), the first **proReader** designed for business professionals. Premiering January 7, 2010 at the Consumer Electronics Show in Las Vegas (Central Hall of Las Vegas Convention Center at Booth 11840 anchoring the e-Book Techzone), **QUE** is an essential tool for busy professionals, providing access to a dynamic ecosystem of content.

With QUE, **Plastic Logic** is expanding the **eReader** category, which to date has focused on leisure reading devices and casual users. QUE is designed to simplify the multi-faceted lifestyle of the modern businessperson, and to quite literally lighten their workload. In addition to connecting its users with their business and professional newspapers, books and periodicals, QUE supports the document formats business users need (including PDF, Word, PowerPoint, and Excel documents) and features powerful tools for interacting with and managing the content.

“The QUE brand stands for a premium reading experience,” said Richard Archuleta, CEO of Plastic Logic. “The QUE proReader enhances business performance and gives you a competitive edge. More than an eReader, QUE means business.”

Extra thin, lightweight and wireless-enabled, QUE is the size of an 8.5 x 11 inch pad of paper, less than a 1/3 inch thick, and weighs less than many periodicals. The innovative QUE proReader features the largest touchscreen in the industry, an intuitive touch screen user interface, and provides access to a file cabinet’s worth of documents, plus your favorite—and most necessary—publications.

QUE stands out in a crowd because it’s a business reader, but it’s also unique for its shatterproof **plastic display**. This exclusive technology from Plastic Logic, along with E Ink Vizplex® technology produces an outstanding reading experience. Its battery can last days, instead of hours.

QUE users will be able to connect to content and download wirelessly via Wi-Fi and AT&T’s 3G network, the nation’s fastest 3G mobile broadband network. The QUE store will offer the most significant collection of business reading available on any eReader. The QUE store is powered by Barnes & Noble, the world’s largest eBookstore.

Full product specifications, availability and pricing of QUE will be announced on January 7, 2010 at **CES**.

The QUE for CES starts here. <http://www.QUEreader.com>.

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## 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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### Media Contacts:

Krause Taylor Associates (for PL)  
**Betty Taylor**  
bettyt@krause-taylor.com  
650.480.4060

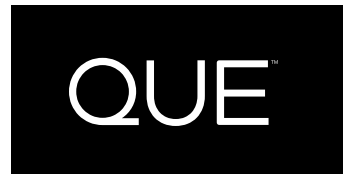
Krause Taylor Associates (for PL)  
**Dana Smith**  
danas@krause-taylor.com  
510.524.2066

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