



Spring Design Unveils Alex Dual Screen Android-Based eReader at CES 2010

First eReader with Internet Browsing while Reading

FREMONT, Calif, -- January 7, 2010 – Spring Design <http://www.springdesign.com> will take the wraps off the Alex™, the only dual-screen Google Android-based eReader to fully integrate web browsing and reading, at the Consumer Electronics Show in Las Vegas January 7-10, 2010.

The debut of the Alex will take place at the press-only Lunch at Piero's media and innovator event January 7 and 8 where the company will demonstrate Alex's full browser capabilities and patented dual screen interaction technology, the Duet Navigator™ that enables Alex users to search the Internet on the 3.5" color browser LCD screen while displaying books, periodicals and even personal, educational and corporate documents on the Alex's paper-like 6" EPD screen. The Alex browser and virtual keyboard provide handy access to email, calculator and will accommodate a growing number of programs from the Google Android community.

Alex's network connections with WiFi, 3G, EVDO/CDMA and GSM, makes it the first truly mobile wireless e-reader device that gives users access to the Internet and their own personalized library on the go, whenever and wherever they need it.

Alex can be purchased for ~~\$359.00~~  **\$399.99** starting February 22, 2010 on the www.springdesign.com site with other availability to be announced.

Spring Design created the Alex as an open systems device with the ability to download any book or document that conforms to the Adobe ePUB/PDF/DRM standard or .txt or HTML format. Alex's fully functional browser gives users the flexibility to explore the Internet to access text, music, video, and images to enrich their reading experience, or annotate text with comments, multimedia or user-selected hyperlinks to other web sites and resources found online or stored by the user on the Alex eReader removable microSD card.

"We designed Alex to expand the users' reading enjoyment, enriching the content whether it is reading for pleasure, education or business, and enhancing the capabilities with access to the growing suite of Android applications," said Spring Design Vice President of Sales and Marketing, Eric Kmiec. "We believe Alex enables readers to transcend the printed page to an interactive multi-media reading experience; letting children browse classic picture books with music to serious students who can view videos of science experiments online on the LCD screen while reading textbooks on the EPD screen."

Spring Design Eric Kmiec will be a speaker on a panel at HigherEdTECH, "From Dewey to Digital Free," an exploration of how eBooks, digital devices and sophisticated search engines are shaking up the world of

textbooks and academic scholarship, moderated by John C. Itelson, Professor Emeritus, California State University Monterey Bay and Director of Instructional Technologies K20CETC, Friday, January 8 at 3:30 at Room N264 North Hall. Alex will also be on display at both Marvell booth locations one in the eReader tech Zone in Central hall, and a main booth in South Hall. Credentialed press wishing to see the Alex at Lunch at Piero's may request an invitation at www.lunchat.com/mediaregistration.html .

About Spring Design:

Spring Design Inc., founded in 2006, designs and delivers eReader products to the eBook market. Its Alex eReader is the first multimedia, Android-based, dual-screen eReader with a full-function browser. It offers a hyperlink publishing tool, "Link Notes", that links eBook text to related video, audio, notes or web addresses. Spring Design Inc. is located in Fremont, California with engineering offices in Taiwan and China. Spring Design's innovative patented technologies incorporate the seamless interaction of dual display and multi-online access in a single device, benefiting and leveraging the technology and resources of the Web to enhance the reading experience. For more information please see www.springdesign.com.

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