



OPTION EMBEDS WORLD'S SMALLEST 3G MODULE INTO PLASTIC LOGIC'S LARGE SCREEN, LIGHTWEIGHT eREADER

*3G connectivity vital to Plastic Logic's eReader strategy of targeting of active mobile
business professionals versus leisure readers*

LEUVEN, Belgium - November 16, 2009 – [Option](#), the wireless technology company, today announced that its [GTM501](#), the world's smallest 3G module and one of Option's broadband wireless breakthroughs, will be used in [Plastic Logic's new eReader](#) device. This project demonstrates the Company's strategy to concentrate on total solution offerings, including software, high-value services and hardware, to innovative device manufacturers.

Debuting in early 2010, Plastic Logic's eReader is set to be the ideal companion for mobile business users. The proReader, a world's first, will offer on-the-go access to newspapers and magazines, as well as compatibility with many popular document types, all of which can be viewed on the industry's largest yet lightweight eReader. Equivalent to a letter-sized pad of paper, the eReader is barely 1/3 inch thick and weighs less than many print periodicals, while delivering an average battery life that can be measured in days rather than hours.

Being half the size and one quarter of the volume of conventional wireless modules, the GTM501 can provide a wide array of devices (including laptops, netbooks, e-readers or e-books and digital photo frames) real time broadband wireless connectivity. And although the GTM501 module contains over 200 miniaturized parts, it is packaged as a single component attached to the mobile device's motherboard, eliminating the need to plug the module into a socket. Its Land Grid Array (LGA) packaging completely seals the components against the environment, preventing contamination and oxidation. Being only 2.3mm thick and thanks to the epoxy molding and state of the art design, the GTM501 dissipates heat more efficiently than standard embedded modules, making it ideal for e-readers, digital cameras and other fan less mobile devices. Option is currently the only company able to bring HSPA connectivity to this type of ultra thin consumer devices.

Option was selected by Plastic Logic because of the company's extensive expertise in embedding high performance HSPA technologies into ultra thin mobile devices.

Key Facts:

- Option is a global leader in wireless technology, focused on the design, development and manufacture of innovative solutions that provide businesses and consumers with high-quality wireless broadband access to the Internet, anywhere, anytime.
- This project is evidence of Option's increasing focus on bringing professional services, ranging from full project management to very specific services, to the OEM and ODM market.
- Designed with mobile business professionals in mind, the Plastic Logic proReader will allow users to obtain newspapers, magazines, books and a full range of business-oriented documents, on one convenient, broadband connected and highly portable device. The eReader supports a wide range of document formats, including Microsoft Office (2003/2007), JPEG, PNG, TXT, HTML, BMP, RTF, Visio and ePub.

Supporting Quote:

- "Option's reliable and compact mobile access technology has allowed us to establish a firm lead in the integration of 3G connectivity on behalf of e-reader or e-book manufacturers," said Jan Callewaert, CEO at Option. "Increasingly, Option is being sought out for a more professional services offering by the OEM and ODM market, with engagements ranging from full project management to very specific services."

Additional Resources:

- Option: <http://www.option.com>
- Plastic Logic: <http://www.plasticlogic.com>

MEDIA CONTACT

Jan Poté, PR & Media Relations Option
Tel +32 (0)475 92 55 82, E-mail: j.pote@option.com

ABOUT OPTION

Option, the wireless technology company, is a leading innovator in the design, development and manufacture of 3G HSUPA, HSDPA, UMTS, EDGE, and WLAN technology products for wireless connectivity solutions. Option has established an impressive reputation for creating exciting products that enhance the performance and functionality of wireless communications. Option is headquartered in Leuven, Belgium. The company also has Research & Development in Belgium (Leuven), Germany (Düsseldorf and Augsburg) and an ISO 9001 production engineering and logistics facility in Ireland (Cork). Option maintains offices in Europe, US, Greater China, Japan and Australia. For more information please visit www.option.com.

Copyright ©2009 OPTION. All rights reserved. All product and company names herein may be (registered) trademarks or trade names.