



OPTION INTEGRATES 3G/EV-DO SOLUTION INTO IREX'S NEW E-READER

Advanced 3G and EV-DO Connectivity Enables Users to Download eBooks Anytime, Anywhere

LEUVEN, Belgium – February 4, 2010 – [Option](#) (EURONEXT Brussels: OPTI; OTC: OPNVY), the wireless technology company, today announced that the Company's mobile solution based on Gobi 2000 has been integrated into IREX's new DR800SG e-reader. Gobi 2000 is the first embedded module of its kind to offer worldwide high-speed wireless Internet access, thanks to the integration of quad-band WCDMA and dual-band EV-DO network connection technology. Besides supporting IREX with the incorporation of the wireless module in the e-reader, Option also closely worked together with the IREX engineering teams on the RF (Radio Frequency) implementation and on getting FCC and CE certification for the e-reader. As such, this project is an example of the Company's strategy to focus on bringing wireless broadband solution offerings, including software, high-value services and hardware, to innovative device manufacturers.

Originally developed by Qualcomm, Option's Gobi 2000 solution provides a wide range of services, software and support for connected device manufacturers, network operators and end-users. For manufacturers, it provides a single multi-standard module that greatly simplifies the supply chain of 3G/EV-DO-enabled models; for network operators, it provides the opportunity to offer new global wireless broadband services and, finally, it gives end-users the distinct advantage of not being tied to any single mobile technology.

Option's Gobi 2000 enables IREX DR800SG users to enjoy upload data rates of 5.76Mbps (HSUPA) or 1.8Mbps (EV-DO) and download rates of 7.2Mbps (HSDPA) or 3.1 Mbps (EV-DO), with the fastest page refresh in the e-book industry. The DR800SG features an 8.1 inch electronic paper display with pen-touch, 2GB of

storage, and memory card expansion. Users can download a wealth of digital print content including books, newspapers and magazines from a wide variety of content stores including Barnes & Noble's e-bookstore and NewspaperDirect's newspaper store with more than 1,100 newspapers. The device supports amongst others the following formats: PDF, ePub, TXT, HTML, JPG and Barnes & Noble format.

The IREX DR800SG is available from Best Buy stores in the US.

Option will be at the Mobile World Congress, the world's leading event in the mobile communications industry (Spain, Barcelona – February 15 – 18 2010). Visit us in Hall 2, booth 2J54. Trade and technology journalists requesting interviews, please contact: Jan Poté, PR & Media Relations, Tel +32 475 92 55 82, E-mail: j.pote@option.com

NOTE TO EDITORS

For more information on the IREX DR800SG go to <http://www.irextechnologies.com/irexdr800>, <http://www.irexreader.eu>, <http://www.irexreader.com>

For more information on Option's Gobi 2000, go to <http://www.option.com/en/products/products/modules/gobi2000/>

MEDIA CONTACTS

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

Loeki van der Lee, IREX Technologies Media Relations Europe
Tel: +31 (0)40 851 4650
E-mail: loeki.van.der.lee@irextechnologies.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 (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.

ABOUT IREX TECHNOLOGIES

IREX Technologies BV has been instrumental in pushing the frontiers of digital reading since 2001 when it developed the electronic paper display for the Sony Librié, the first commercially-available e-reader launched in 2004. Following the formation of IREX Technologies in 2005 as a spin-off company from Royal Philips Electronics, the company's focus on open innovation and co-operation has seen them become one of the world's leading providers of solutions for reading written digital content with the ease and comfort of print on paper. This is combined with the interactivity, flexibility and up-dating functionality provided by digital information.

Copyright ©2010 OPTION. All rights reserved. All product and company names herein may be (registered) trademarks or trade names.