Aluratek Announces the Libre eBook Reader PRO – Utilizing Reflective Light LCD Technology

Libre digital reader includes a 2GB SD card preloaded with 100 of the most popular downloaded books of all time and boasts superior battery life

Irvine, CA — December 8th, 2009— Aluratek, Inc. (www.aluratek.com), a leading creator of sophisticated yet user-friendly computer peripherals and consumer electronic devices, announces Libre – the new eBook Reader with exclusive LCD technology. Libre provides the most affordable product in the category, featuring superior battery life with up to 24 hours of continuous use, auto-off and page advance features, MP3 and photo support.

Utilizing the latest monochrome reflective light LCD display technology, the Libre eBook Reader PRO provides a crisp black and white 5-inch screen with the same appearance and readability of printed paper. There is no backlighting, so reading on the Libre is as soft on the eyes as reading a book, while also preserving battery power.

The Libre supports Adobe's Digital Edition software allowing Digital Rights Management (DRM) support for ePUB and PDF formats. This allows users to purchase new book releases from a variety of eBook content providers including eBooks.com, one of Aluratek's content partners.

With an MSRP of $179, the Libre is a cost-effective solution for anyone looking to experience the next generation of digital technology related to books. The Libre connects to any Mac or PC with an Internet connection for easy access to the newest book releases as well as timeless classics. It also comes loaded with 100 free eBooks on the included 2GB SD card.

"Unlike e-Ink displays which require multiple flashes for each page advance, I believe the reflective LCD technology the Libre offers will be a welcome change compared to other eBooks currently on the market" said John Wolikow, VP Sales and Marketing for Aluratek. "The ability to store thousands of your favorite books in the Libre is not only convenient but it's also good for the environment by saving trees."

Libre comes with a 2GB SD card, and supports SD and SDHC cards up to 32GB. The audio player feature lets users also listen to their favorite MP3s, and the picture viewer supports BMP, JPG, GIF and animated GIF. Versatile for any user, Libre offers five font size options and also supports Adobe DRM, ePUB, PDF, FB2, TXT, Mobi, PRC and RTF formats.

Other key features of the Libre include: table of contents, bookmark list and page, content search, jump to page, zoom, auto page turn, background music, multiple language formats, auto power off and a help menu.

The Libre eBook Reader PRO is available in either black or white with an MSRP of $179. For more information about the Libre eBook Reader PRO, or any of Aluratek's other innovative products, please visit www.aluratek.com.

About Aluratek, Inc.
Aluratek was formed by a group of industry veterans who believed that computer peripherals and consumer electronic devices could be both sophisticated in their function and user-friendly in their usage. The goal of Aluratek is to embody "Simple Elegance" in every product it designs, manufactures and sells. The product focus of Aluratek is to bring simple yet elegant connectivity solutions to the consumers to enhance their consumer electronics, communications and computing experience. Each product is carefully designed with the consumer in mind. Each product is solution-driven to address the need of the consumers and deliberately planned to provide the ultimate user experience. Current Aluratek product offerings include the following: Digital Photo Frames, External Storage, High Definition Multimedia Interface (HDMI), Video / Multimedia products, Internet Radios and Universal-Serial-Bus (USB).
For more information, please visit www.aluratek.com.

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