

# Brian Lynch



## the iLiad by iRex



Read anything you like



Write like on paper



Exchange documents



Receive new content



Sync with your PC

... and much more!

**[Learn more about the iLiad](#)**

**Hard copy texts represent the continuation of centuries old technology precisely when we need a revolution in education to ensure we are producing graduates ready to compete in the global economy.**

**As a consequence of no advancement in this element of the publishing space, costs to the consumer (i.e. student) remain artificially high.**

**Environmental costs (trees, toxic waste) and the economic argument for change is compelling.**

**Technological advances have put a solution at our finger tips.**

**iLiad can contribute to that goal on multiple levels.**

# **The American Freshman: National Norms for Fall 2006**

**Sylvia Hurtado & John H. Pryor  
January 19, 2007**

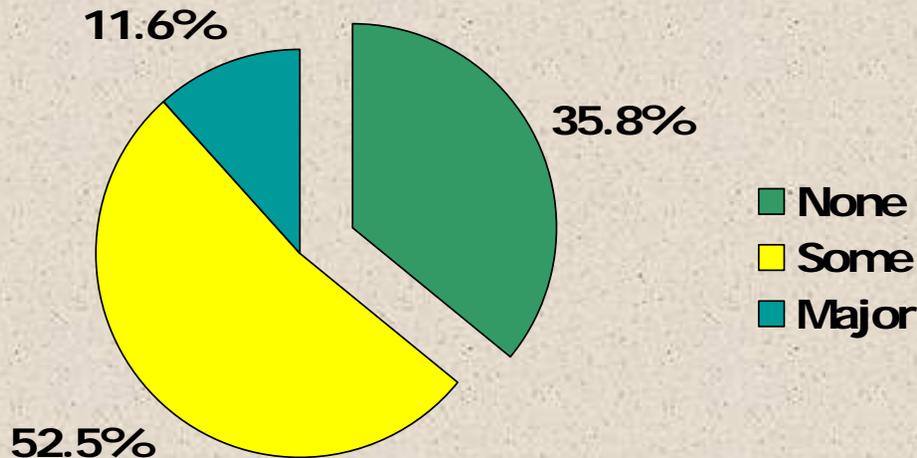


**Cooperative Institutional Research Program (CIRP)  
Higher Education Research Institute (HERI)  
Graduate School of Education & Information Studies  
University of California, Los Angeles**

**<http://www.gseis.ucla.edu/heri/heri.html>**

# Concerns about College Finances

- 2 out of 3 (64.1 percent) students indicate that they have “some” or “major” concerns regarding their ability to finance the costs of college education



# More than just tuition

## **Tuition, Supplies, and School fees**

- Semester start-ups, laptop, books, crates, lava lamp
- Joining a fraternity/sorority, club, activity

## **Living Expenses**

- Cell phone, Clothes

## **Food, Drink, and Entertainment**

## **Travel Expenses**

## **Spring Break**

iRex

### Chapter 1

*The day was unseasonably warm for November, but as some unopposed defiance to the Chinese embassy, the fire in the Admiralty headquarters had been lit at an excessively high, and Lawrence was standing directly before it. He had dressed with special care, in his best uniform, and all throughout the long and unendurable interview the lining of his thick, bottle-green, broadcloth coat had been getting steadily more sodden with sweat.*

*Over the doorway, behind Lord Huttons the official indicator with its compass arrow showed the direction of the wind over the Channel: in the north-western today, but for France, very likely even now some ships of the Channel Fleet were standing in to have a look at Napoleon's harbours. His shoulders held in emotion, Lawrence fixed his eyes upon the brass gavel stick and tried to keep himself distracted with such speculation; he did not trust himself to meet the cold, unfriendly gaze fixed upon him.*



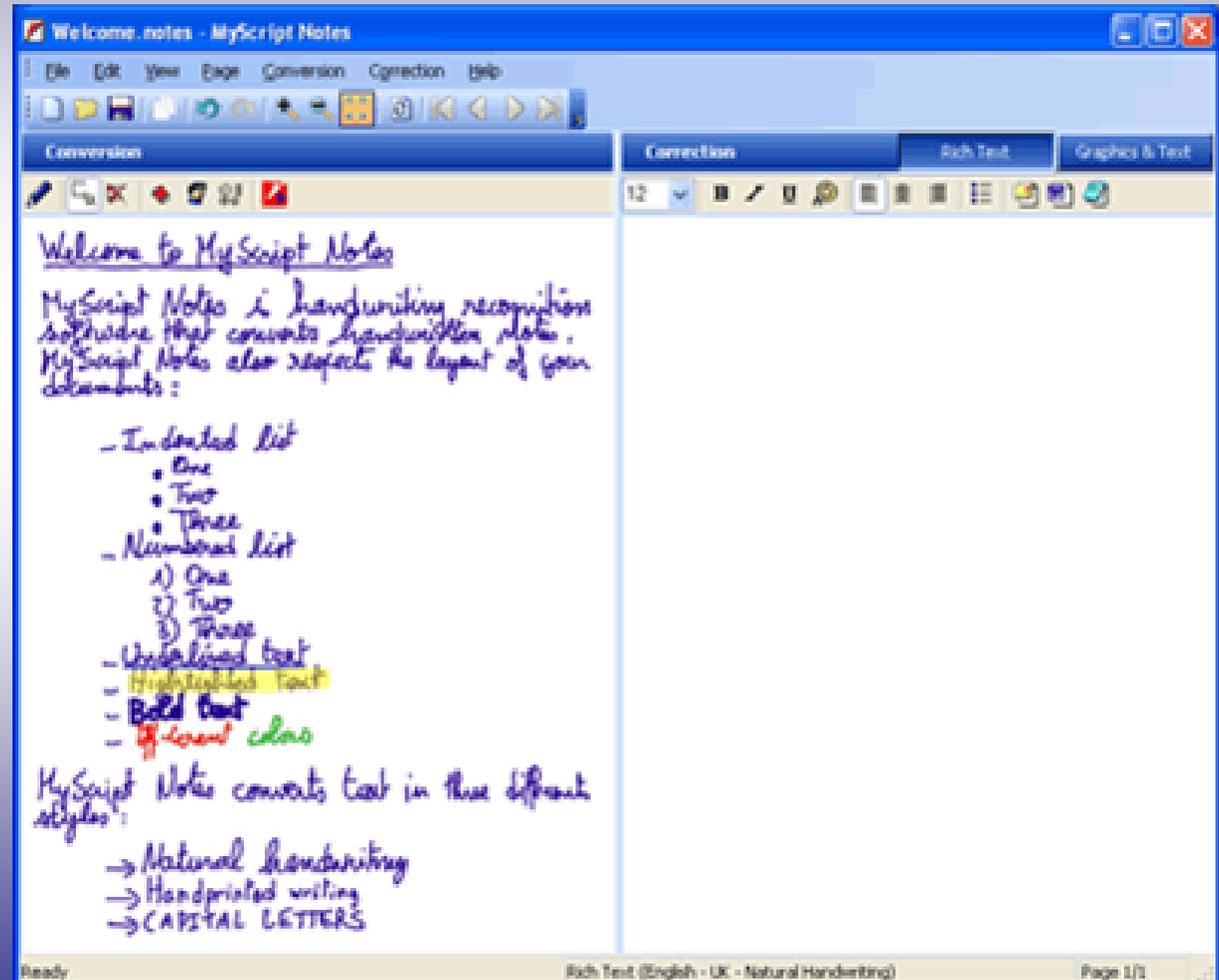
# The iLiad

by iRex

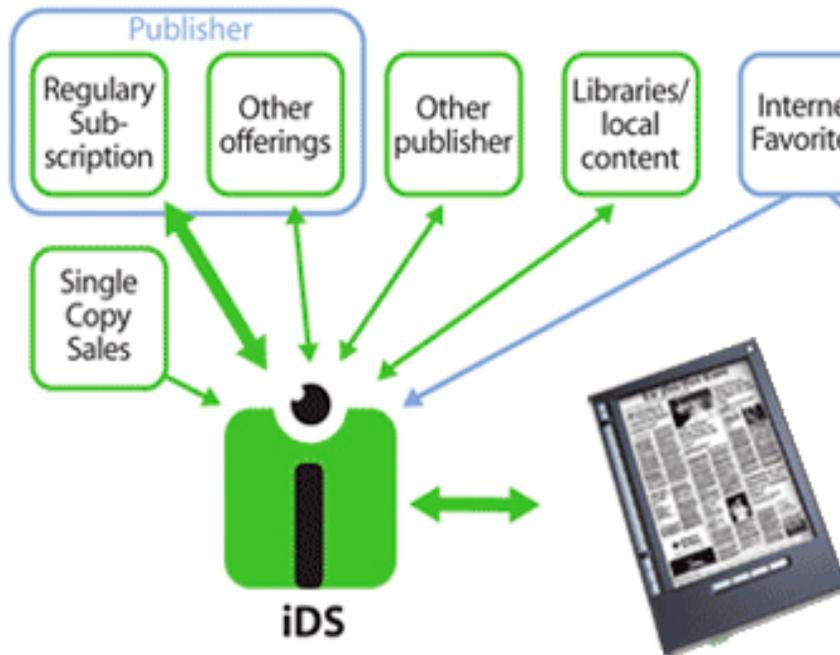
# What can you do with the iLiad?

- Anything printable from a PC can be read on the iLiad.
- Download books and other information from the internet.
- Receive digital subscriptions to international newspapers on an iLiad.
- Wireless connection automatically downloads content and updates over the Internet.
- Connect the iLiad directly to any PC with a USB cable.
- The iLiad Companion software enables transfer and management of documents between PC and the iLiad.
- The iLiad can hold dozens of books and documents.
- Memory capacity can be increased simply by inserting a Compact Flash or MMC card, just as with digital camera.
- USB-stick into the iLiad to quickly read content.

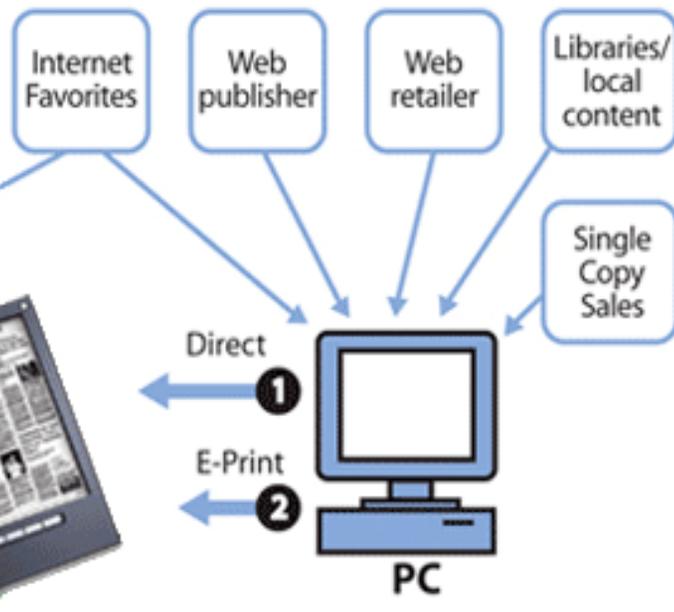
# Convert handwritten notes into powerful digital text!



## Ease of use and security



## Multi format connectivity



**iLiad impacts the economics of textbooks, the environment and the whole educational experience.**

**iLiad provides optimum educational flexibility to the professor in/out of the classroom.**

**In excess of 262,000 titles on sale in college bookstores in the US.**

**\* Publishers cooperation with e-text versions will facilitate this.**



# Pilot Programs

- ✓ 2 year, 4 year, graduate degree schools
- ✓ Participating students keep their e-reader
- ✓ Publisher support with e-texts
- ✓ University offers e-reader through tuition
- ✓ Monitor progress via blog, website, surveys, email
- ✓ Results analyzed to define direction
- ✓ Incremental growth as market demands

# Easy on the budget



**Average student spends \$800-  
\$1000 annually on textbooks**

**iLiad plus the cost of e-books  
can reduce these costs by  
nearly 50% over a four year  
degree period.**

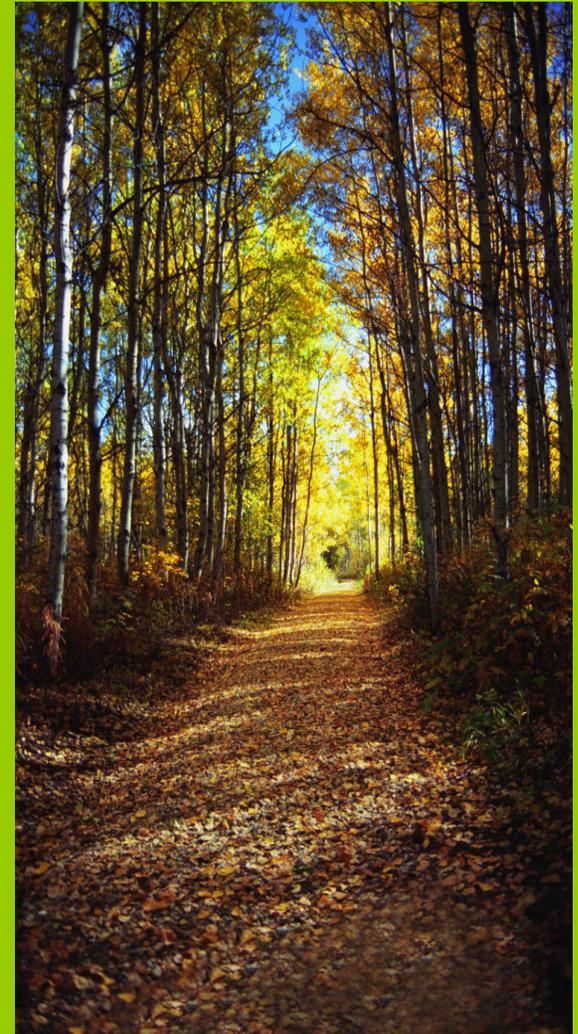
# Easy on the eyes

The paper-like display of the iLiad produces a stable image, unlike a flickering PC screen. So the reading experience with the iLiad is much more comfortable, enabling you to go on for hours without tiring your eyes.



# Easy on the environment

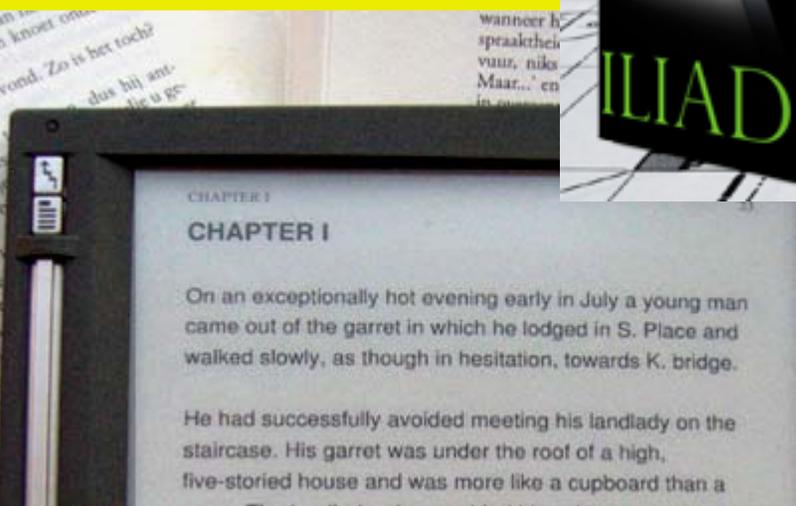
The display only consumes power when a page is turned so the power consumption is very low. And just think of the paper you can save. You no longer need to rely on printed editions of newspapers, books or your own printed documents and notes!





## Why use paper? Use an iLiad!

read and write digitally with the comfort and readability of normal paper





# Which do you prefer?



or





Where are they now?



# it's time.

