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## **Boogie Board eWriters to be Exhibited at CES for First Time**

**Kent, Ohio, USA – Thursday, December 29, 2011:** Improv Electronics announced today it will be a first time exhibitor at the upcoming [International Consumer Electronics Show](#) (CES) in Las Vegas, Nevada from January 10-13, 2012. The exhibit will feature the company's highly popular family of Boogie Board® eWriters.

Boogie Board eWriters are tree-friendly, electronic alternatives to paper and pens that utilize revolutionary Reflex® No Power LCDs as their writing and drawing surface.

Improv Electronics invites CES attendees to visit its [exciting booth](#) (#36275) in the upper section of the South Hall in the Las Vegas Convention Center. The booth features five hands-on demo stations, each equipped with the complete family of Boogie Board eWriters including the recently launched Boogie Board Rip™ eWriter, the first Boogie Board model with save capabilities.

The Improv Electronics booth will also feature a professional caricature artist. Caricatures of interested visitors will be drawn on the Boogie Board Rip eWriter and e-mailed to them as a hi-resolution, vector .pdf file.

“We are extremely excited to be a first time exhibitor at such a renowned and highly regarded show like CES,” said Kent Displays/Improv Electronics CEO Dr. Albert Green. “Our investment in the show speaks volumes about the success of our Boogie Board eWriters. Sales have been outstanding and have quickly expanded to global markets. We recently debuted the new Boogie Board Rip eWriter to an international audience at the IFA Show in Berlin and received tremendously positive feedback for its functionality, ease of use and simple yet modern design. Exhibiting at CES in January is the next step toward raising global demand for the exciting, eco-friendly line of Boogie Board eWriters that is sure to be a major contributor to a truly paperless society.”

In addition to exhibiting at CES, Improv Electronics will be presenting the full line of Boogie Board eWriters to the media at the [Showstoppers @ CES](#) event from 6 to 10 p.m. on January 10 in the Lafite Ballroom of the Wynn Hotel.

## About Boogie Board eWriters

Improv Electronics introduced Boogie Board eWriters in January 2010 with the Boogie Board 8.5 eWriter as a paperless replacement for memo pads, sticky notes, scratch pads and other writing and drawing mediums. High global demand immediately followed. Eight colors were added in January 2011. In June 2011, several additional Boogie Board models and accessories were launched including the Boogie Board 10.5 eWriter, Boogie Board 8.5 eWriter for Binders, and the Boogie Board Message Center. At the same time, a custom design of the original Boogie Board 8.5 eWriter available exclusively through Brookstone was introduced.

The Boogie Board Rip eWriter's ability to record and save notes/images makes it the ideal paperless replacement for paper notebooks, legal pads, and sketch books. It includes the following features:

- Internal memory for 200 typical images
- High resolution, vector PDF format (nearly infinite scalability; editable in Adobe® Illustrator®/Photoshop® and most other popular illustration and image editing programs)
- 9.5" writing surface (measured diagonally)
- Micro USB port
- Thin, durable and lightweight construction
- Integrated stylus holder (stylus included)
- Erase lock button
- Rechargeable batteries with one week between charges under typical use

## About Improv Electronics

Improv Electronics was formed in 2010 as the consumer products subsidiary of Kent Displays. Founded in 1993, Kent Displays, Inc. is a world leader in the research, development and manufacture of Reflex No Power LCDs for unique, sustainable applications including electronic skins, eWriters, smartcards and eReaders.

- View the [Improv Electronics CES Exhibitor Profile](#)
- Go to [Improv Electronics](#) for more information about Boogie Board eWriters
- Read the Boogie Board Rip eWriter press releases distributed [September 1](#), [October 3](#) and [November 1](#)
- Download the [Improv Electronics Media Kit](#)
- Follow Improv Electronics on [Facebook](#), [Twitter](#) and [YouTube](#)
- Request review samples from Kevin Oswald, Communications Director, at 330-673-8784 x161 or [koswald@kentdisplays.com](mailto:koswald@kentdisplays.com).

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