

IREX latest entrant in US e-reader field

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File photo shows a woman reading the "Adventures of Sherlock Holmes" at the Frankfurt Book Fair. Dutch company IREX Technologies, a spinoff of Royal Philips Electronics, has unveiled a new electronic reader for the US market, the latest entrant in an increasingly crowded field.

Dutch company IREX Technologies, a spinoff of Royal Philips Electronics, unveiled a new electronic reader for the US market on Wednesday, the latest entrant in an increasingly crowded field.

The IREX DR800SG features a touch-screen and 3G wireless capability and will cost 400 dollars, IREX said in a statement.

The [e-reader](#), which will be available in US stores in October and in Europe in the first half of 2010, is supported by book chain Barnes and Noble, electronics retailer Best Buy and wireless carrier Verizon Wireless.

The IREX DR800SG will have access to more than 750,000 titles through Barnes and Noble, including new releases and bestsellers at 9.99 dollars.

IREX joins Sony, Amazon, Britain's Interead, Plastic Logic and other companies in the battle for the e-reader market in the United States.

Sony's upcoming model, the Reader Daily Edition, also costs 399 dollars and features a [touch-screen](#) and [wireless connectivity](#).

Amazon currently offers Kindle e-readers which cost 299 dollars and 489 dollars while Interead's COOL-ER sells for 249 dollars in the United States.

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