**Press-release**

**15th June 2017**

**Allow yourself more with the new PocketBook Basic Lux**

*PocketBook represents new highly anticipated e-reader PocketBook Basic Lux with frontlight and E Ink Carta™ HD screen, which makes comfortable reading even more affordable and simple.*

The new **PocketBook Basic Lux** with LED frontlight and 6-inch E Ink Carta™ screen with HD resolution (1024 x 758 pixels) guarantees high image contrast and reading comfort in any lighting conditions.

Convenient size, ergonomic button-joystick, built-in Wi-Fi module and preinstalled dictionaries - all characteristics of PocketBook Basic Lux are focused on the main goal: to ensure comfortable reading, in the "non-stop" mode, regardless of time and place.

In addition to 8 GB of internal memory, the reader has a slot for microSD cards, which allows memory expanding to 32 GB. PocketBook Basic Lux may be always be in user’s pocket, offering to choose a book from a virtual library, which may contain up to 2000 pieces. A pleasant bonus is 97 pre-installed free e-books in 14 languages, including 7 in German and 8 in English *(5 in Dutch, 7 in Polish, 7 in Italian).*

Built-in wireless Wi-Fi together with Dropbox, Send-to-PocketBook and PocketBook Sync services allow to deliver any e-content to the device fast and easy, without having connection with PC.

Providing maximum freedom of reading, the reader supports without conversion 17 book and 4 graphic formats, such as JPEG, BMP, PNG, TIFF. The preinstalled dictionaries are indispensable when reading foreign literature.

The weight of the device is only 170 grams, and makes it sufficiently mobile and convenient for use both during rest and “on the go”. The e-reader is made in a classic dark brown colour, and will perfectly complements any style of the owner.

**PocketBook Basic Lux** – is a comfortable and exciting reading at any moment of life.

**About PocketBook**

*PocketBook one of the largest global manufacturers of premium e-readers based on* [*E Ink*](http://ru.wikipedia.org/wiki/E-Ink)*technology. The company was founded in 2007 and its headquarters are located in* [*Lugano*](http://ru.wikipedia.org/wiki/%D0%9B%D1%83%D0%B3%D0%B0%D0%BD%D0%BE) *(*[*Switzerland*](http://ru.wikipedia.org/wiki/%D0%A8%D0%B2%D0%B5%D0%B9%D1%86%D0%B0%D1%80%D0%B8%D1%8F)*). PocketBook products are sold in 35 countries worldwide with over 4 million  PocketBook devices sold to date. With its mix of quality hardware, unique software and ergonomic product design, PocketBook products are tailored for the premium e-readers market segment. More information at* [*www.pocketbook-int.com*](http://www.pocketbook-int.com)