**Press-release**

**4th August 2016**

**PocketBook Touch Lux 3 Ruby Red - inspired by passion**

*PocketBook is announcing the limited edition of the front-running model* ***PocketBook Touch Lux 3*** *in exquisite ruby red color. The new* ***PocketBook Touch Lux 3 Ruby Red*** *is the synergy of perfect style and high comfort of e-reading.*

The new device has all the latest features to guarantee the most comfortable e-reading and, at the same time, it is the precise evidence of the excellent taste of the owner. The design concept rewarded by Red Dot Design Award is now performed in deep ruby color, which embodied both classic and modern fashion trends.

Choosing the color for **PocketBook Touch Lux 3 Ruby Red** the product designers got inspiration from the worlds’ most popular gemstones, as there is nothing more flawless than the beauty created by nature.Thanks to a special paint spraying technology even after many years of usage, the e-reader will be in all the same delightful ruby color.

Inside the stylish housing there are all modern elements needed for the perfectly comfortable e-reading. **E Ink Carta™** display with HD resolution (1024x758 pixels) provides the high contrast of the e-books’ pages and ensures the excellent comfort for eyes while reading. **PocketBook Touch Lux 3 Ruby Red** is equipped with LED frontlight, which means for the user – the complete freedom of reading day and night, at any lightning conditions.

8 GB of internal memory and a microSD memory cards slot (up to 32GB) allow to have several thousands of books in a pocket. The powerful 1 GHz CPU along with 256 MB of RAM provides smooth pages turning and fast response of any application. Just like PocketBook Touch Lux 3, the limited edition model supports 18 book formats without converting and 4 graphic - JPEG, BMP, PNG, TIFF.

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

Why do we love to read? Because reading awakens new feelings, allows to break away from reality for a few moments. For the same reasons the users will appreciate the new **PocketBook Touch Lux 3 Ruby Red.**

**PocketBook Touch Lux 3 Ruby Red** will bring more emotions into your 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)