New E-reader technology launched in Korea

The Associated Press

New E-reader Incorporating Neonode® MultiSensing™ Touch Technology Launched in Korea

SANTA CLARA, Calif.--(BUSINESS WIRE)--Nov 7, 2012--Neonode Inc. (NASDAQ:NEON), the optical touch technology company, announced today that the “Crema Touch” e-reader from Netronix/PAGEone, incorporating Neonode MultiSensing Touch Technology, was launched to the Korean consumer market. The “Crema Touch” e-reader is one of three e-reader products, marketed and sold in Korea and Europe, built on the 6-inch touch module manufactured by Taiwan-based company Netronix. The license agreement between Netronix and Neonode was announced in a press release on April 25 of this year. http://bitly.com/X0FGyp [1]

Thanks to the overlay free design, which is enabled by the Neonode touch technology, the Crema Touch is very thin and light, weighing only 215 grams. In addition, the Crema Touch consumes very little power - a fact demonstrated by a very long battery life of up to 400 hours on one single charge. These attributes are typical for all Neonode touch enabled e-readers, and are advantages that have made Neonode’s touch solutions the industry standard for most e-reader manufacturers worldwide.

“We are happy to confirm a distinct market pull and global traction for multiple branded devices built on the Netronix platform. The Crema Touch from PAGEone is an excellent example. The Crema Touch could potentially reach a majority of Korea’s many book lovers, making it a very attractive product for us and our partners,” said Thomas Eriksson, Neonode CEO.

“The low BOM cost combined with the brilliant touch performance offered by Neonode's technology allows us to deliver a high value device. The choice of the Neonode technology also permits us to price the Crema Touch very competitively,” said KI Min, CEO of PAGEone.

The Crema Touch is capable of storing 3,000 book titles and the content is provided by Kepub through booksellers and channels like Aladin, Yes24 and Bandinlunis. The Crema Touch e-reader retails at $99.

According to the Korea Electronic Publishing Association, the Korean e-book market totaled $260 million in 2011. The association further indicated that the Korean market would double in size in 2013, to more than 20 percent of the local publishing industry.

About PAGEOne

PAGEOne Tech Co., Ltd. is at the frontier of developing EPD (electronic paper display) technology. EPD is highly suitable for e-reader displays. PAGEone launched its 1st e-book reader in early 2009 and continues to release products for its solution partners. For more information please visit http://www.pageonetech.com/ [2]

About Netronix

Netronix is the designer and manufacturer of network products and eBook Reader total solutions headquartered in Hsinchu/Taiwan. For more information please visit http://www.netronixinc.com/ [3]

About Neonode Inc.

Neonode Inc. (NASDAQ:NEON) develops and licenses the next generation of MultiSensing touch technologies, allowing companies to differentiate themselves by making high performing touch solutions at a competitive cost. Neonode is at the forefront of providing unparalleled user experiences that offer significant advantages for OEM's. This includes state-of-the-art technology features such as low latency pen or brush sensing, remarkably high speed scanning, proximity-, pressure-, and depth sensing capabilities and object-size measuring.

Neonode’s patented MultiSensing technology is developed for a wide range of devices like mobile phones, tablets and e-readers, toys and gaming consoles, printers and office equipment, automotive or inflight infotainment systems. NEONODE, the NEONODE Logo and zFORCE are trademarks of Neonode Inc. registered in the United States and other countries. MULTISENSING, LIQUID SENSING, IT MAKES SENSE and ALWAYSON are trademarks of Neonode Inc. For more information please visit www.neonode.com [4].

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These include, but are not limited to, statements relating to expectations, future performance or future events, and product cost, performance, and functionality matters. These statements are based on current assumptions, expectations and information available to Neonode management and involve a number of known and unknown risks, uncertainties and other factors that may cause Neonode's actual results, levels of activity, performance or achievements to be materially different from any expressed or implied by these forward-looking statements.

These risks, uncertainties, and factors are discussed under "Risk Factors" and elsewhere in Neonode's public filings with the U.S. Securities and Exchange Commission from time to time, including Neonode's annual report on Form 10-K, quarterly reports on Form 10-Q, and current reports on Form 8-K. You are advised to carefully consider these various risks, uncertainties and other factors. Although Neonode management believes that the forward-looking statements contained in this press release are reasonable, it can give no assurance that its expectations will be fulfilled. Forward-looking statements are made as of today's date, and Neonode

undertakes no duty to update or revise them.

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