Yifang Digital wins Best Innovative Application award at CES

The Associated Press

LAS VEGAS, Jan. 16, 2013 /PRNewswire/ -- Yifang Digital Technology Co., Ltd. received the "Annual Best Innovative Application Award" for its latest stylus pen for Windows 8 use, the Touch 8, at the awards ceremony of the "2012-2013 Consumer Electronics Top 10 Brands from China." The ceremony was held in Las Vegas on January 9, coinciding with the 46th Consumer Electronics Show (CES), which took place from January 8 to 11.

The ceremony attracted the presence of more than 300 media outlets home and abroad and drew attention from the industry around the world, and it gave the Chinese consumer electronics industry an opportunity to collectively demonstrate their brand strengths and showcase their premium quality and wisdom to the world. Sponsored by IDG and co-sponsored by top research firm IDC and CEO CIO Magazine, the annual event aims to present the glamour of Chinese brands to the world. Yifang was the gift sponsor that provided the magic power of Touch 8 digital pens during the award ceremony.

Shenzhen Yifang Digital Technology Co., Ltd. debuted its latest products at CES as well, including tablet PCs and stylus pens, but its sole patent product, the "Touch 8" pen, was their shining star. Touch 8 is a Windows 8 peripheral device for the "post-mouse era" that upgrades a PC screen to a touch screen, improving the Windows 8 user experience. The technology of the touch pen, which stems from Israeli two-

dimensional positioning and tracking military technology, enables users to activate all applications by simply touching, sliding, swiping and dragging the pen. It can be used to view the web, check email, zoom in and out on pictures, play games, and annotate documents, all by touch. All in all, the Touch 8 easily solves problems brought by Windows 8's launch.

Yifang Digital has more than 90 patents, and holds the proprietary intellectual property rights of its Windows 8 touch pen. Therefore, there are no similar products on the market. The sole technology guarantees the quality and upgrading services of the pen. It is also cost effective and easy to use; the computer recognizes the pen as a human interface device and no separate drive need be installed, making it useful for a variety of occasions, such as business meetings, and in education and entertainment.

As a whole, it is easy to understand why the award was granted to Shenzhen Yifang Digital Technology Co., Ltd. and the magic of this stylus pen.

During the award ceremony, Jennifer Xu, Vice President of IDG Asia Pacific, said, "Today, China's consumer electronics companies are supplying increasingly greater driving forces to the global industry. Meanwhile, the convergence, penetration and innovation by the Chinese companies are accelerating on the whole. IDG would like to give them an opportunity to display on the international arena."

This was not the first time for Yifang Digital to attend CES. As a private enterprise, Yifang Digital will continue to enter new areas in the global market to create the perfect product "made in China," and the company will commit to providing world-class "made in China" digital products and services to global markets with the tireless spirit of innovation.

A Brief Introduction to Shenzhen Yifang Digital Technology Co., Ltd. Founded in 1992, Yifang Digital is committed to offering world-class consumer electronic products. In early 2010, the company acquired Pegasus Technologies from the Israeli inventor of the ultra-sonic digital pen. Yifang Digital also holds a wide portfolio of 90 patents covering ultra-sonic digital pen technology and products that are supported by two research centers in Shenzhen and Tel Aviv, with 300 engineers and programmers. Yifang Digital also has permission from Apple Inc. to offer stylus pens for Apple's iPads and iPhones. To offer customers a better sourcing option, Yifang Digital has one of the best R&D teams consisting of innovative professionals experienced with the Android platform and tablet products. This capability has helped the company to develop its Nextbook-brand line of tablet PCs, which has ranked as one of the top-10 tablet PC brands in the US. All Yifang Digital's products are RoHS, CE and FCC-compliant.

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