



Apparent to offer exclusive “first look” at Doxie, the amazing scanner for documents at CES/ShowStoppers™ on January 7th

Las Vegas, NV (January 6th, 2010) -- Apparent will present Doxie, the amazing scanner for documents, for the first time this week at ShowStoppers™ in Las Vegas. Doxie is an entirely new kind of scanner that makes it easy to share and archive documents on any PC or Mac.

Doxie scans directly to the cloud: send paper and photos directly to popular web apps like Google Docs™, Evernote®, Scribd, Backpack™, Acrobat.com, and Flickr®. Doxie also scans directly to desktop apps like iPhoto and Picasa, and offers the exclusive Doxie Cloud™ PDF hosting service for instant document sharing via e-mail, chat, and Twitter. And Doxie’s intuitive, integrated design offers seamless scanning with one press of Doxie’s Multi-Tap Heart Button.

Doxie will be available to order this February for a groundbreaking retail price of \$129.00. See advance photos, screenshots, and sign up for updates and full details at:

<http://www.getdoxie.com>

For press only, see Doxie during CES this week at ShowStoppers™ in the Wynn Las Vegas. For more information, visit <http://www.showstoppers.com>.

About Apparent Corporation

Apparent makes smart devices and software that rocks. Apparent’s award-winning products and brands include IntelliScanner home and small business barcode readers that organize everything; Barcode Producer, the industry standard barcode generation software package for graphic designers; and Doxie, the amazing scanner for documents. +1 919-468-0340, hello@itsapparent.com, www.itsapparent.com.

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Patent pending. FCC approved. CE Mark. RoHS compliant. Specifications subject to change without notice before release. Doxie™, the Doxie stylized heart logo, Doxie loves documentsSM, the amazing scanner for documentsSM, and Love At First ScanSM are trademarks.

APPARENT The logo for Apparent Corporation features the word 'APPARENT' in a serif font, followed by a stylized icon of a rabbit's head and ears.

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