



Doxie does iBooks: Send to iPhone, iPad, iOS 4 devices

‘The amazing scanner for documents’ adds Send to iBooks for access to scanned documents on the go; scan paper and photos directly to Evernote, Flickr, Google Docs, and more for just \$129

RALEIGH, NC (July 22nd, 2010) -- Doxie, the modern paper scanner just named Best Portable Scanner by Inc. Magazine in July 2010¹, has been updated with a new Devices button designed for iPhone, iPad, and iPod touch users. For home and small business, Doxie makes scanning, sharing, and organizing paper and photos easy for just \$129, with a lightweight, portable design built for scanning anywhere. With the new Doxie + iBooks software update, users can now send scanned PDF documents from the Doxie software to their iOS device for convenient reading and reference anywhere.

“Doxie pioneered scanning documents to the cloud while on the move, directly to services like Evernote and Google Docs,” said Paul Scandariato, vice president of marketing. “Now, with our new Doxie + iBooks update, you can send your scans to your iPhone with the same simplicity.”

At an ultra-light 10.9 ounces, Doxie is built to travel – scan with any PC or Mac with just one connection. Doxie is always ready to scan, offering crisp, clean copies of documents in full color at up to 600 dpi thanks to its patented scanning technology. A single button – Doxie’s Heart Button – makes sharing anything on paper fast and seamless. Scan to local apps, or use Doxie’s on-screen “Cloud” and “Devices” buttons to scan to popular web apps and iPhone.

Doxie’s features:

- Color scanning at up to 600 dpi with automatic page detection
- Lightweight, ultra-portable design with included case
- Doxie’s Heart Button: innovative multi-action button for one press scanning and sharing
- Included software for simple scanning and direct cloud sharing
- Direct integration with popular desktop and web apps like Google Docs, Picasa, and more
- Automatic cropping, rotation, contrast, and image cleanup for crisp, clean scans
- Advanced photo editing with direct support for the Picnik online photo editing suite
- Save as PDF, JPEG, or lossless PNG
- Fully accessorized with cloud scanning software, USB cable, quick start guide, leatherette case, and photo scanning sleeves

Pricing & Availability

Doxie is now shipping for \$129.00, direct from www.getdoxie.com. Existing Doxie users can upgrade to the new Doxie + iBooks Edition at www.getdoxie.com/support at no charge. iTunes 9.2 and iBooks 1.1.1 (released Monday, July 19th -- 3 days ago) are required to use iOS integration features.

Doxie is available to ship to the United States, Canada, the European Union, Japan, and Australia. System requirements are Windows XP/Vista/7, or Mac OS X 10.5 or later; one free USB 2.0 port. For complete product information, or to place an order, visit: <http://www.getdoxie.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 suite for graphic designers; and Doxie, the amazing scanner for documents.

+1 919-468-0340, hello@itsapparent.com, www.itsapparent.com.

####

Press Contact: Lexi Araiza +1 919-468-0340 x109, la@itsapparent.com

FCC approved. CE Mark. RoHS compliant. Doxie is our trademark.

1. Inc. Magazine named Doxie "Best Portable Scanner" in July 2010 as part of its Business Travel 50 feature. <http://www.inc.com/business-travel-2010/>

APPARENT 

Copyright (c) 2010 Apparent Corporation. <http://www.itsapparent.com>.

All rights reserved. All trademarks are the property of their respective owners.