**Press-release**

**5th of September 2017**

**PocketBook Touch Lux 3 Gold - the golden age of e-reading**

*PocketBook presents the special edition of its front-running model in a new sophisticated look. PocketBook Touch Lux 3, which possesses all cutting-edge features for the most comfortable e-reading, is now also available in matte gold.*

The modern product design awarded by the international Red Dot Award now is accentuated by a new splendid colour. The superior functionality of the well-known PocketBook Touch Lux 3 is framed by an exclusive look to satisfy the high demands of those who appreciate refined style.

Made in the best PocketBook traditions of high quality and reliability, PocketBook Touch Lux 3 has become synonymous with the total freedom of e-reading. **PocketBook Touch Lux 3 Gold**, exactly like the core model, features the latest E Ink Carta™ 6-inch touchscreen with HD resolution (1024 x 758 pixels) ensuring safety for eyesight and providing an excellent reading experience.

The built-in LED frontlight allows pleasant reading anytime and anyplace, even in dim lighting conditions. The ergonomic paging buttons as well as the sensible touchscreen may both be used to control the device comfortably and easily.

8 GB of internal memory and a microSD card slot (up to 32 GB) allow storing several thousands of e-books on the 180-gram lightweight device. **PocketBook Touch Lux 3 Gold** supports 17 book formats without converting and 4 graphic formats - JPEG, BMP, PNG, TIFF.

In the library of the **PocketBook Touch Lux 3 Gold** the user will find 97 preinstalled free e-books in 14 languages (including 7 in German and 8 in English). The preinstalled Abbyy Lingvo® dictionaries are essential for reading books in foreign languages.

Built-in wireless Wi-Fi together with Dropbox, Send-to-PocketBook and PocketBook Sync services allow to deliver any e-content onto the device fast and easily without connecting it to a PC.

Meet **PocketBook Touch Lux 3 Gold** – well-tried traditions embodied in an exclusive colour for even more individual enjoyment of reading.

**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)