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IFA 2005: The world's first laser projection keyboard is now even more attractive

Uhingen, Germany, August 29th, 2005. From September 2nd, 2005, plawa, renowned for marketing the latest innovative technology, will be cutting the price of its Celluon Laserkey CL800BT to coincide with the launch of this year's IFA. The Smart Version will now be available for a mere €199 (RRP incl. VAT), a reduction of around €50.

Besides a 220-volt connection cable, the new Executive Version features a 12-volt car adapter, an exclusive leather carrying case as well as a serial cable, making it even more practical for frequent travellers. This model retails for just €249. The serial cable allows the Executive Version to be connected to PCs that don't support Bluetooth, guaranteeing mesmerized glances from your clients and colleagues.

Since June 2005, the Laserkey has been selling with great success throughout Europe and has received excellent reviews from numerous specialist magazines. Thanks to the free drivers, available for download at www.plawa.com, enhanced comfort and a range of additional applications is now guaranteed. The QWERTZ driver for devices supporting Microsoft Windows Mobile 2003 emulates the five most important German keys, allowing even quicker text input. The Microsoft Windows XP/2000 driver adapts the projected keyboard layout to the specific language version, dramatically enhancing the Laserkey's range of applications.

The first laser projection keyboard ideally complements pocket and tablet PCs, PDAs and smartphones. Most users agree that inputting text on mini keys, displays or flip-up keyboards is both time-consuming and fiddly, hence the tendency to keep answers short. Now, with the lightweight laser projection keyboard, weighing in at just 109 grams, you'll always have a full-size keyboard at hand. Plus, thanks to its completely wireless design, you'll never be troubled by wires when working on the go.

The plawa Celluon Laserkey projects a laser keyboard onto any even surface. Finger movements for each keystroke are detected by an infrared sensor. The projected keypad measures 24 by 11 cm, which is roughly the same size as a conventional desktop keyboard.

Press Release

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For further information and photos visit

<http://www.plawa.com/mobilities/celluon/laserkeyboard/laserkeysmart/>

About us:

plawa-feinwerktechnik GmbH & Co. KG, renowned for marketing innovative technology, is the leading distributor of the Celluon Laserkey throughout Europe. plawa will be giving visitors the chance to try out the laser projection keyboard at this year's IFA. Plawa's stand is number 124 in hall 4.2. www.plawa.com

www.plawa.de/mobilities/celluon/laserkeyboard/laserkey/.

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