

Lumo 7.8" Reader Tablet (SN08HD1B)

See better. Be better.

Agenda



- Market Trend
- Target Segments & Usage Scenario
- Overall Features
- Unique Selling Points
- ID profile
- Product Specifications

E-Reader Market Trend

Source: [Mordor Intelligence](#), OMDIA

USD\$ 10 BILLION

CAGR 6.31%

TAM: 25M UNITS

Revenue

The e-Reader market is expected to reach US\$10 billion in 2029.

CAGR

The e-Reader market is valued at US\$7.36 billion in 2024 and expected to reach US\$10 billion in 2029, growing at a CAGR of 6.31%.

Shipments

The shipment of e-Reader is expected to reach 25M units (<6" display: est. 23M units ; >6" : est. 2M units) in 2024.

Tablet Market Trend

Source: [statista](#), [canalys](#)

USD\$ 53.7 BILLION

CAGR 2.74%

TAM: 33.7M UNITS

Revenue

The global tablet market is forecasted to generate a revenue of US\$53.7 billion in 2024.

CAGR

Tablet market has annual growth rate of 2.74% during 2024-2028.

Shipments

Global tablet shipments experienced a slight uptick of 1% in 2024 Q1, reaching a total of 33.7 million units.

Target Segments



Consumers with Certain Eye Conditions or Disorders

People who have certain eye conditions and disorders or are health-conscious aim to seek for eye health solutions.



Professionals (Gen Y)

Gen Ys are ambitious, tech-savvy, innovative and look for new ways to be more efficient, while also being more proactive and health-conscious than other generations.



Students & Teachers (Schools)

With the increasing integration of technology in education, students and educators are often exposed to screens for extended periods.

Target Audience 1-

Consumers with Certain Eye Conditions or Diseases



Background

- Age: People of all ages with eye issues
- Technology proficiency: Advanced & Expert
- Health concern: People who have certain eye conditions and diseases (e.g., macular degeneration, photophobia, migraines, CVS, cataracts) or are health-conscious aim to seek for eye health solutions.

Usage Scenarios

- Read e-books
- Take notes
- Watch videos
- Website browsing
- Work, learn and play using third-party apps

Target Audience 2- Generation Y



Background

- Ages : 28 to 43
- Technology proficiency: Advanced & Expert
- Health concern: More proactive and health conscious than other generations. They're more willing to spend money on self-care.
- Education : Bachelor, Master, MBA degree

Usage Scenarios

- Prepare for presentation
- Use back camera to scan documents
- Remote work: Video conferencing
- Learn online courses
- Read e-books
- Jot down ideas
- Watch videos anytime, anywhere



Target Audience 3

Students & Teachers (Schools)



Background

- Ages: 3 to 9
- Technology proficiency: Students: Novice; Teachers: Advanced
- Health concern: Prevent vision issue in the digital learning world

Usage Scenarios

- Read picture books, storybooks
- Watch educational videos
- Learn with interactive games/ apps
- Engage in drawing and writing
- Participate in distance education
- Jot down notes anytime



The Most Versatile eReader (7.8")

Perfect for reading, working, and everything in between.



2-in-1: An eye-friendly eReader with tablet capabilities for ultimate entertainment



1. Eye-friendly Comfort

The Lumo Reader Tablet utilizes eVD technology, featuring a **flicker-free, anti-glare, paper-like** display for a comfortable, natural reading experience. Moreover, enjoy optimal visual comfort anytime with **smart reading light**.

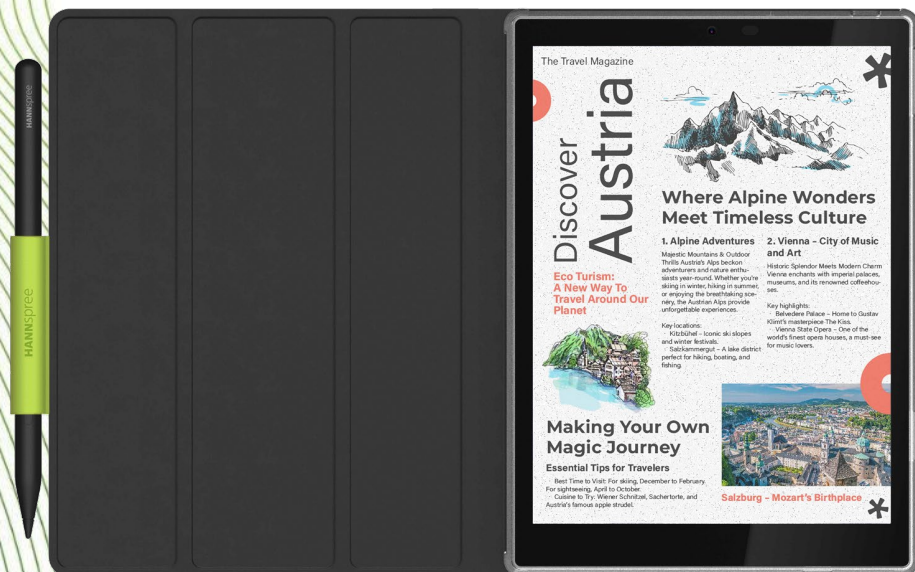
2. for Versatility and Productivity — made for Entertainment Anywhere

With a **5ms response time** for smooth video playback and an **open OS Android 14** for app flexibility, makes it perfect for streaming, gaming, and enjoy media on the go. With **bluetooth connectivity** for easy keyboard pairing and a **60hz refresh rate** for smooth text and video, it transforms into a portable workstation, allowing efficient work on the go without a laptop.



Overall Features

Combining efficient hardware with an excellent eye-friendly screen, this product offers a more comfortable and smoother operating and reading experience than ePaper books.



ecoVISION™ Display Technology
Eye-friendly Reading Experience



16.7M Colors (True 8-bit)



Portable Design



Front & Back Camera



Android 14
with GSM Open System



PDF Edit Support



Sunlight Readable



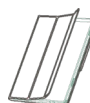
Audio & Video Play



Smart Reading Light



Eco-friendly &
Energy-saving Design



Protective Folio Case



Anti-Glare

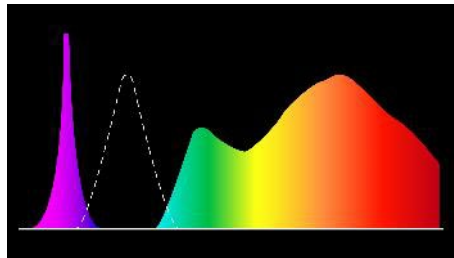


See Better

ecoVISION™ Display for Improved Eye Comfort

Prioritizing your eye health, the Lumo Reader Tablet is designed with TÜV Paper Like Display certified eVD technology. It harnesses natural light reflection to create a flicker-free, anti-glare, paper-like display, keeping your eyes free from harmful blue light and ensuring an eye-friendly viewing experience.

Paper-like Display with
low harmful blue light



Flicker-Free Display



With Flicker

Flicker Free

Ghost-Free Display



Ghosting

Ghost Free





See Better

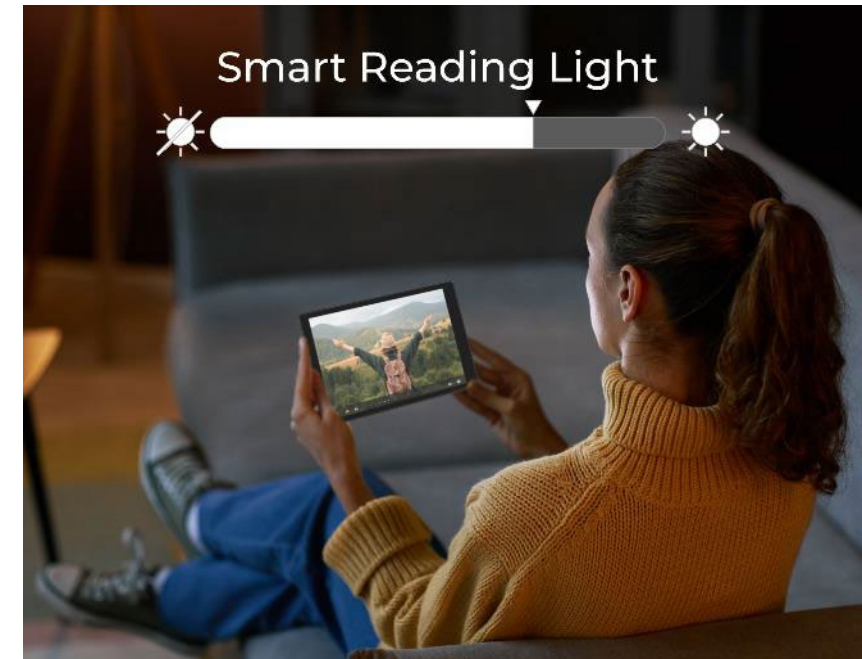
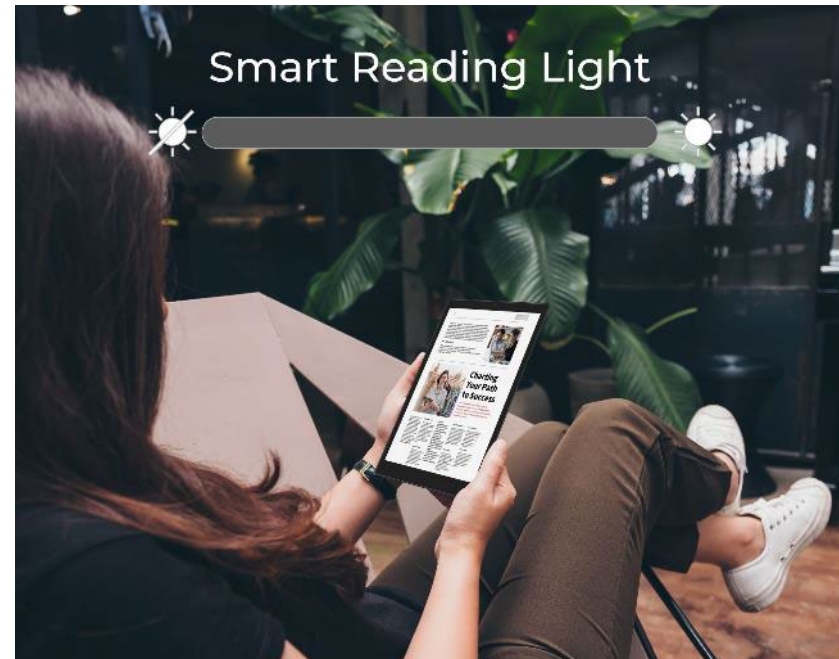
Great Readability under Sunlight

The Lumo Reader Tablet utilizes exclusive ecoVISION™ Display technology, which reflects natural light to present images. This means that the brighter the surrounding light, the more vivid and crisp the display appears, all while enhancing energy efficiency. Say goodbye to eye fatigue and enjoy a comfortable viewing experience with the glare-free Lumo Reader Tablet.

See Better

Enjoy Optimal Visual Comfort anytime with Smart Reading Light

With its smart reading light, the Lumo Reader Tablet automatically adjusts the brightness to provide optimal visual comfort, whether you are working or studying during the day or winding down at night.



Read Any eBook from Any Source

Install any eBook app and download eBooks from any source.

Lumo supports a wide range of file types, including PDF, EPUB, JPG, PNG, and more.



OUTDOOR

Lumo is perfect for outdoor, daytime use.

The brighter the day, the better the display looks.

Take Lumo to the park and enjoy its display in the sunshine.

When the sun goes down, simply turn on the LED front light and adjust the brightness setting to your preference.



INDOOR

Lumo can be illuminated by ambient light in any well-lit, indoor environment. It requires at least 500 lux of illuminance and over 1000 lux for optimum viewing.

If the light is too dim, simply turn on the LED front light and adjust the brightness setting to your preference.

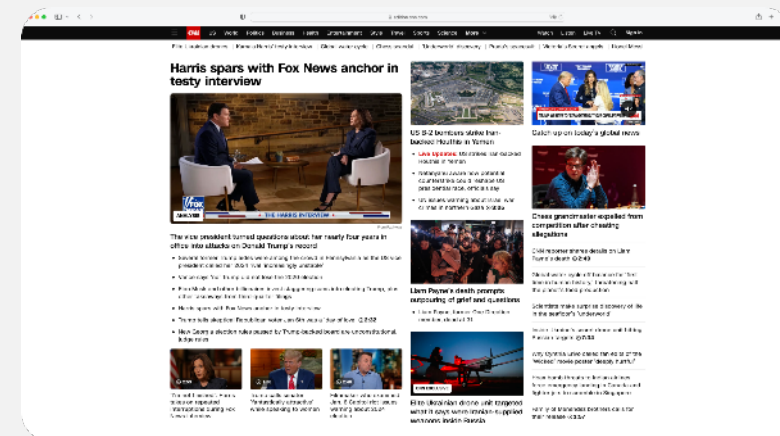
See Better

Experience Game-Changing Motion Quality

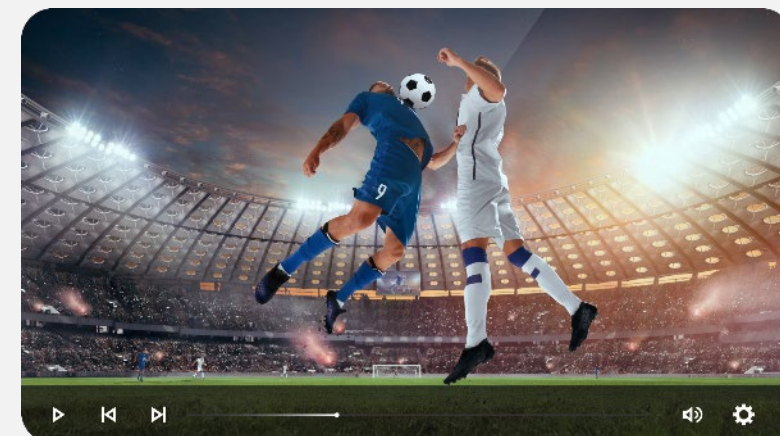
Lumo Reader Tablet features **5ms response time** and **60Hz refresh rate**, empowering ultra-smooth text scrolling and video playback without ghosting.



Text Scrolling



Video Streaming



See Better

16.7 Million Full Color, Full Enjoyment

Make your stories, memorable images, and videos come alive with **16.7 million full colors (true 8-bit, non-FRC)**.

True 8-bit color depth results in crisp, realistic images with smooth gradients. Lumo displays 16.7 millions colors without dithering or frame rate control.





See Better

Immerse in Reading on the Go

The unmatched portable design, with a thickness of only 6.6 mm and a lightweight of 250g, makes the Lumo 7.8" Reader Tablet easy to hold in one hand for extended periods, allowing you to immerse yourself in reading wherever you go.

Be Better

Work Faster and Smarter with Powerful MTK8781 CPU

With the more **powerful MediaTek MTK8781 CPU**, the Lumo Reader Tablet offers next-level performance and energy efficiency. It can run multiple programs simultaneously without slowing down, empowering you to work faster and smarter.

Be Better

Work and Play all on One Device

Easy picture-taking, document scanning and video call participating with Lumo Reader Tablet's front and back cameras.

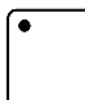
5MP Front-facing Camera and Mic

Call friends and relatives, join business meetings, and attend online courses. Lumo has a 5MP front-facing camera with built-in speaker and microphone for video calls.

7.8" Lumo Reader Tablet



5MP Front Camera



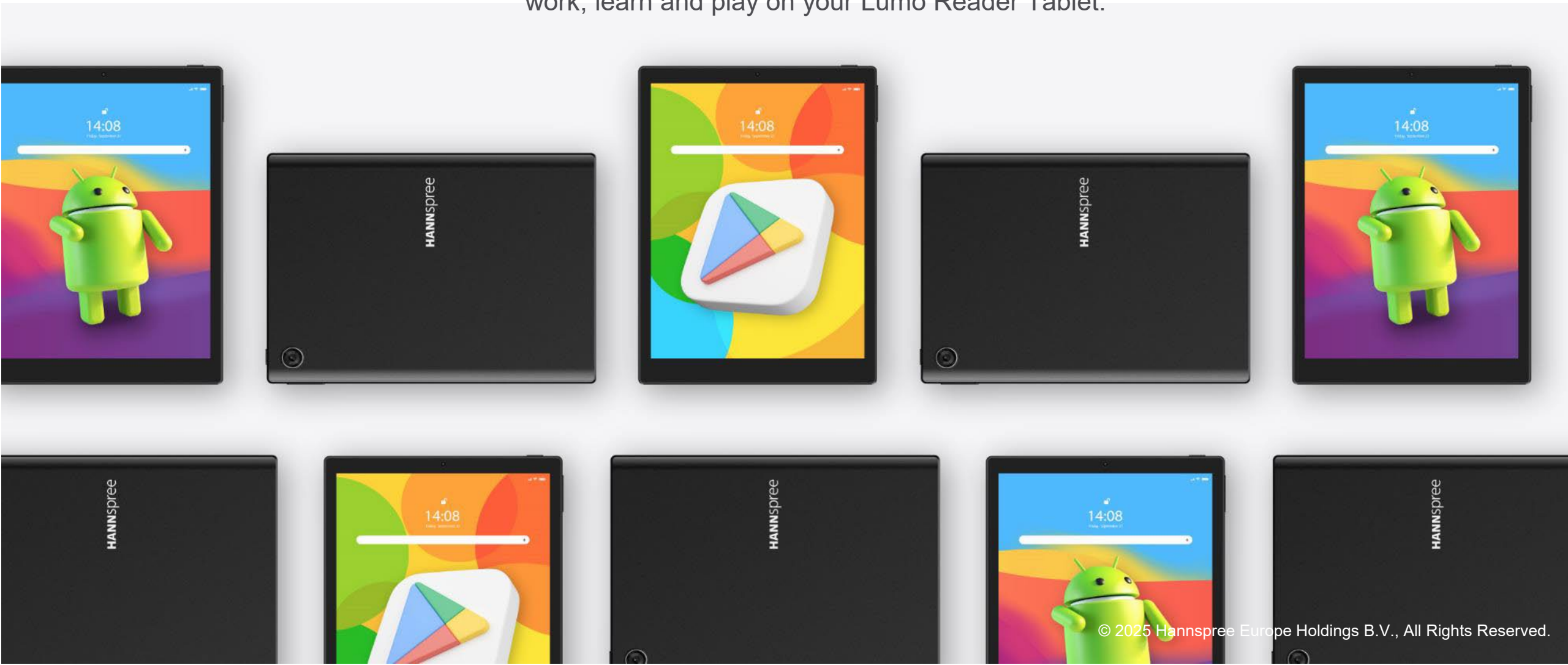
8MP Back Camera



Be Better

One Device, Endless Possibilities

- With open OS Android 14, you can install all the apps you love for work, learn and play on your Lumo Reader Tablet.



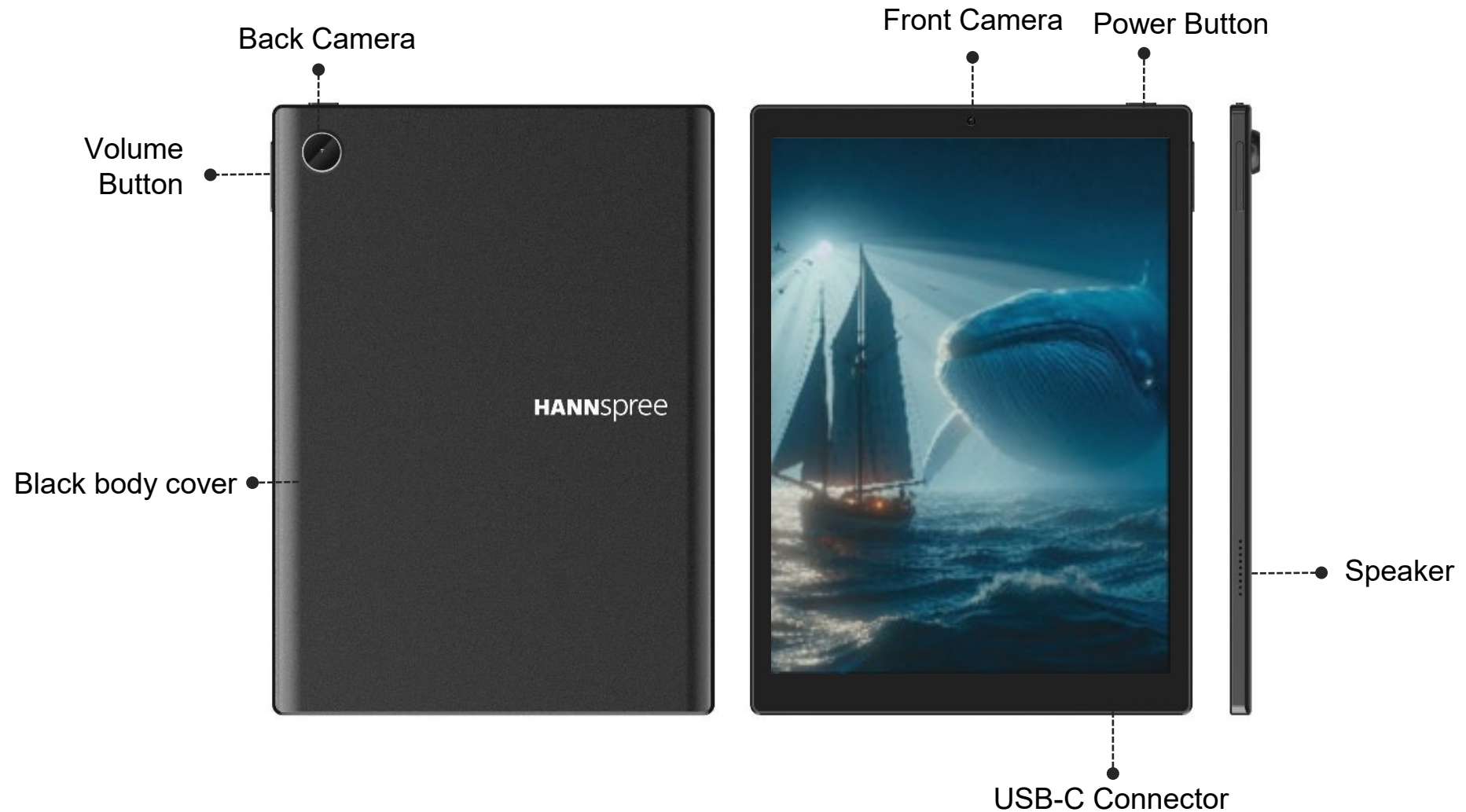
Be Better

Design with the Planet in Mind

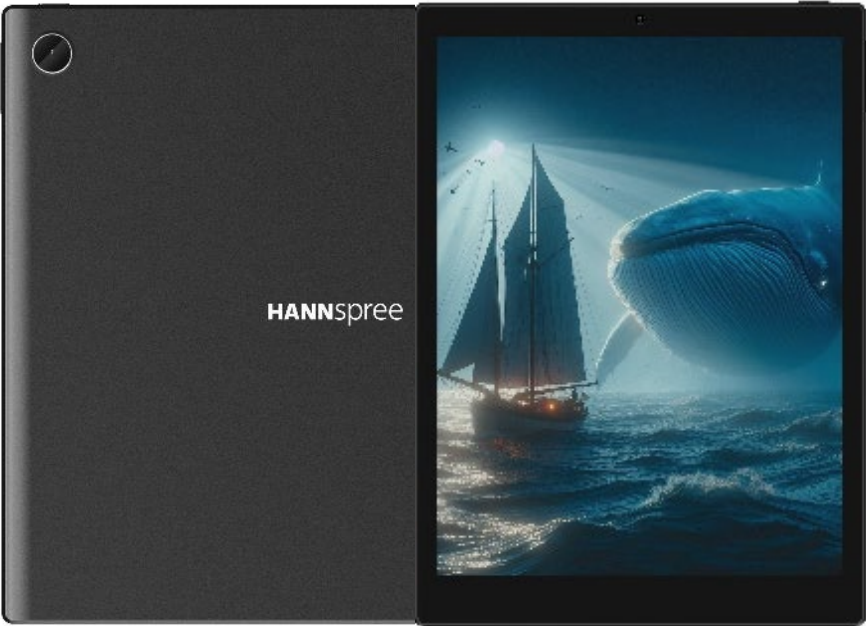
The packaging of the Lumo Reader Tablet is made from more than 99% recyclable materials, supporting environmental sustainability.



ID Profile



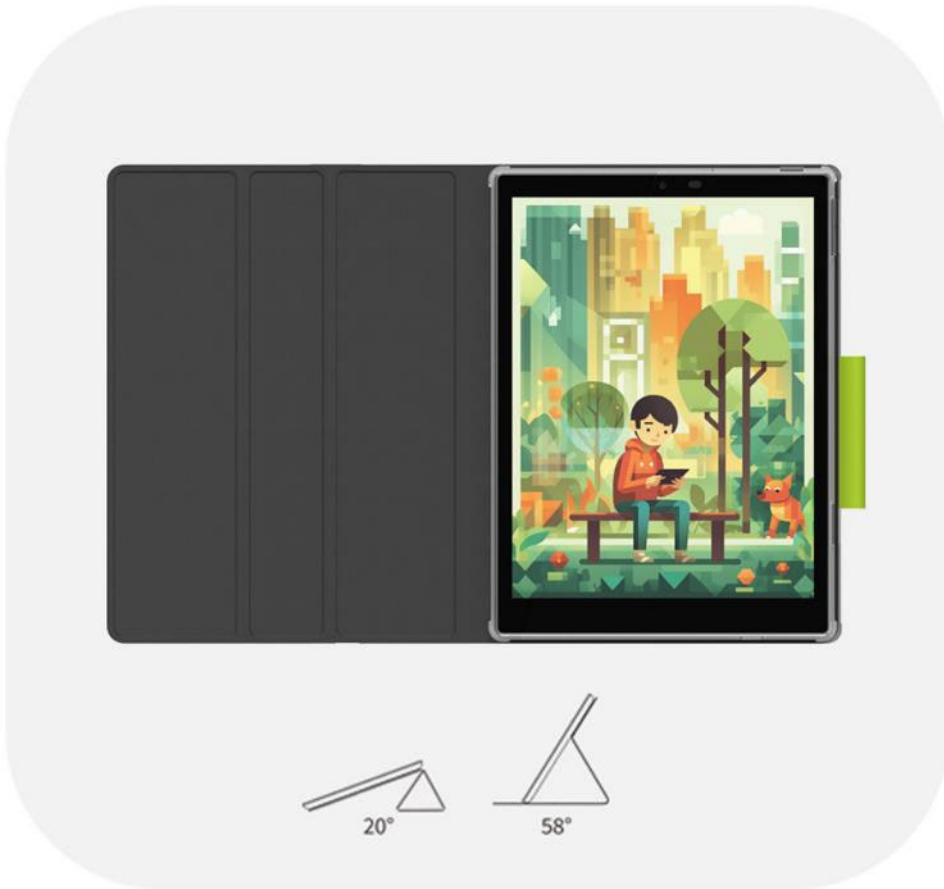
Product Specifications



Name/ Part No.	Lumo 7.8" Reader Tablet / SN08HD1B
Display	7.8" full-color ecoVISION™ Display Resolution: 768 x 1024 (164 ppi) Display colors: 16.7M colors (true 8-bit, non-FRC)
Dimensions	Product Dimensions: 134.1 x 185.1 x 6.6 (W x H x D mm) Packaging Dimensions: 240 x 165 x 51 (W x H x D mm)
Weight	Net Weight: 250 grams Gross Weight: 785 grams
Surface Treatment	AG / AR / AS (AF), Hardness 7H
Connectivity	WLAN: Wi-Fi 2.4GHz and 5GHz Bluetooth 5.0
Camera	Front-facing camera: 5MP Back camera: 8MP (Auto-focus)
Battery	Li-Ion Battery 3,000 mAh Operation Battery Life: Up to 6.5 hours*
Operating System	Android 14 (GMS Certified)
Certification	GMS, CE, RoHS, NCC, BSMI, FCC
Part No.	SN08HD1B
EAN Code	EAN 4711404024740

*The operation battery life is calculated under certain conditions: loop a downloaded 1080p video while keeping the brightness and volume at maximum, ensuring that Wi-Fi and Bluetooth are enabled but not connected, all under room temperature.

Accessories



Folio Case (Included)

Magnetic protective cover with a pen slot and a two-position stand for easy switching between angles for reading and writing.



Active Stylus Pen (Optional*)

With 4096 pressure levels, palm rejection, and an eraser button, the HANNspree USI 2.0 stylus offers a writing experience similar to that of a pen.

* HANNspree Active Stylus P/N: 80-RA000001G001