

# Star TIC Innovación SA in Consumer Electronics (Spain)

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## Abstracts

Star TIC Innovación is betting on collaboration within the education system. The company wants to rent e-readers and facilitate the purchase of these devices by students. It also wants to help universities develop their digital content. To achieve these goals, Luarna, a digital publishing company, Star TIC Innovación and Polytechnic University of Madrid signed an agreement to bring e-reader to students.

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