



E-Reading briefing

Amazon Kindle

Launched November 19th, 2007

IFRA Asia Conference, Kuala Lumpur 24-25th July 2008

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Amazon's new Kindle device,


dubbed by some as the 'iPod of reading'

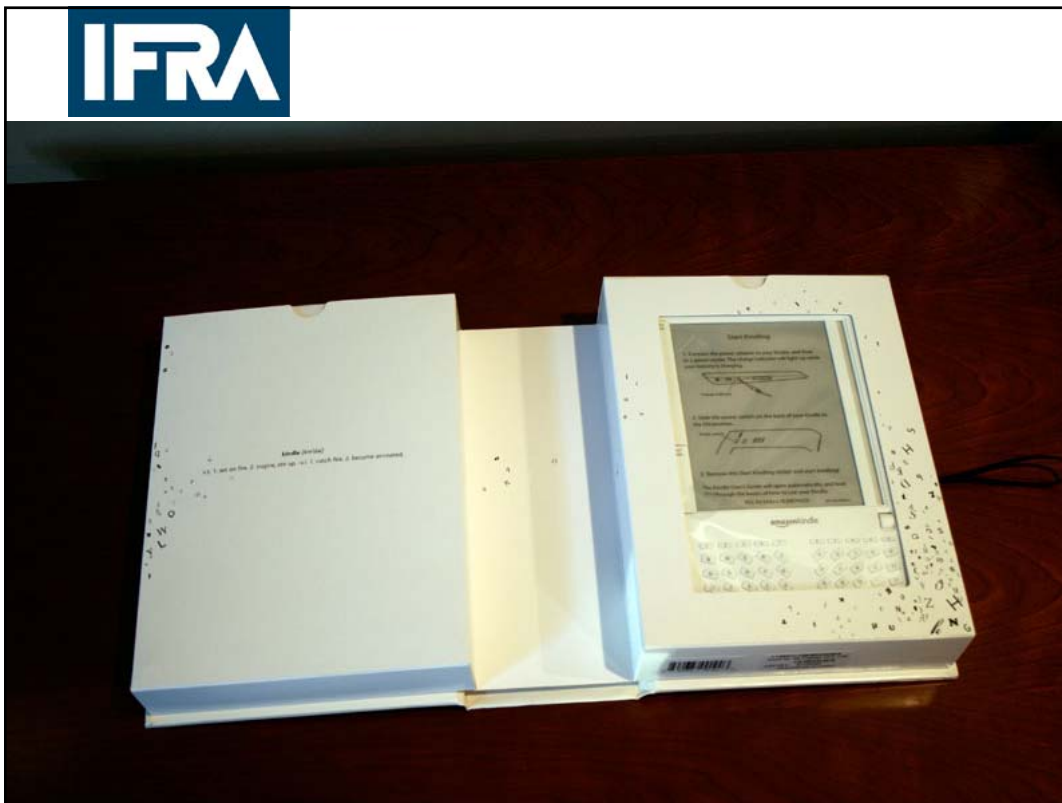
Despite early criticisms of the device and its \$400 price tag, the Kindle electronic eBook reader sold out in just over 5 hours following its debut on November 19th. Since then, the device has taken a beating from the mainstream media. Early reviews have expressed general appreciation for Amazon's run at a fresh concept but fault the retailer's inexperience in developing consumer electronics for the device's clunky and cumbersome user experience.

Still, Amazon has managed to remain completely backlogged on new orders and is warning customers that they should not expect their Kindle in time for the holidays if they're just now placing orders.

"Due to heavy customer demand, Kindle is temporarily sold out," reads a message on the retailer's website. "Because we ship Kindles on a first-come, first-served basis, please ORDER NOW to reserve your place in line. Your Kindle will not arrive by December 25th."

Weight: 295g(Include battery)
Display: ePaper (Eink technology)
6 inches 600x800 pixel
Storage: 256MB internal, external SD card
OS: Wolf Linux
(support for both Windows and Apple)
Format Support:
Kindle .AZW
Text .TXT
Unprotected .MOBI and .PRC
Audible .AA
Sound .MP3
PDF,DOC,WOLF,HTML,JPG,TXT,
CHM,RAR,ZIP, Images ETC.
Communication: USB 2.0, Whispernet
(EVDO/CDMA)
Touch Panel: no
Sound: 3.5mm headphone and
internal speaker
Release Date: 2007-11-19
Retail Price: 399usd (275€ or 40.000 ¥)





www.amazon.com and the Kindle e-reader

Kindle: Amazon's New Wireless Reading Device

Other products by Amazon

"This is the future of book reading. It will be everywhere." Michael Lewis, author of *Honeyball* and *Liar's Poker*.

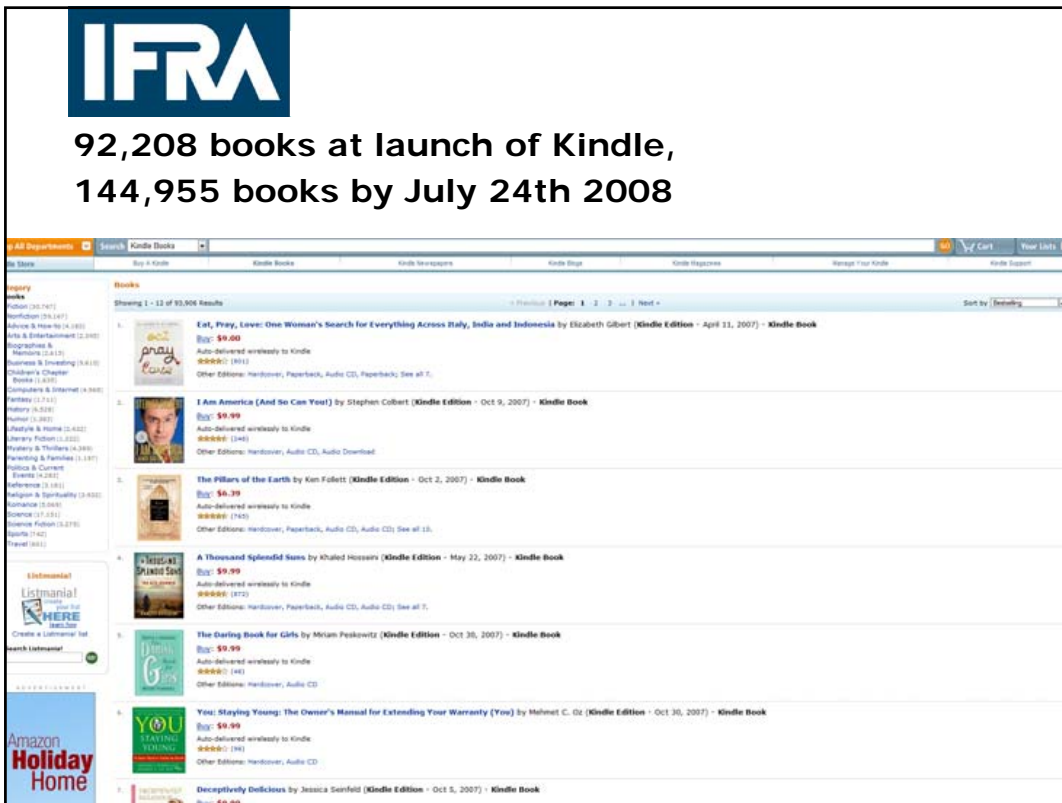
Price: \$399.00 & includes FREE Two-Day Shipping. [See Details](#)

Availability: Temporarily out of stock. Order now and we'll deliver when available. We'll e-mail you with an estimated delivery date as soon as we have more information. Your credit card will not be charged until we ship the item. Ships from and sold by Amazon.com. Gift-wrap available.

Kindle Availability
Due to heavy customer demand, Kindle is sold out. Because orders are prioritized on a first-come, first-served basis, please ORDER NOW to reserve your place in line. Your Kindle will not arrive by December 24th. Note that Kindles cannot currently be sold or shipped to customers living outside of the U.S.

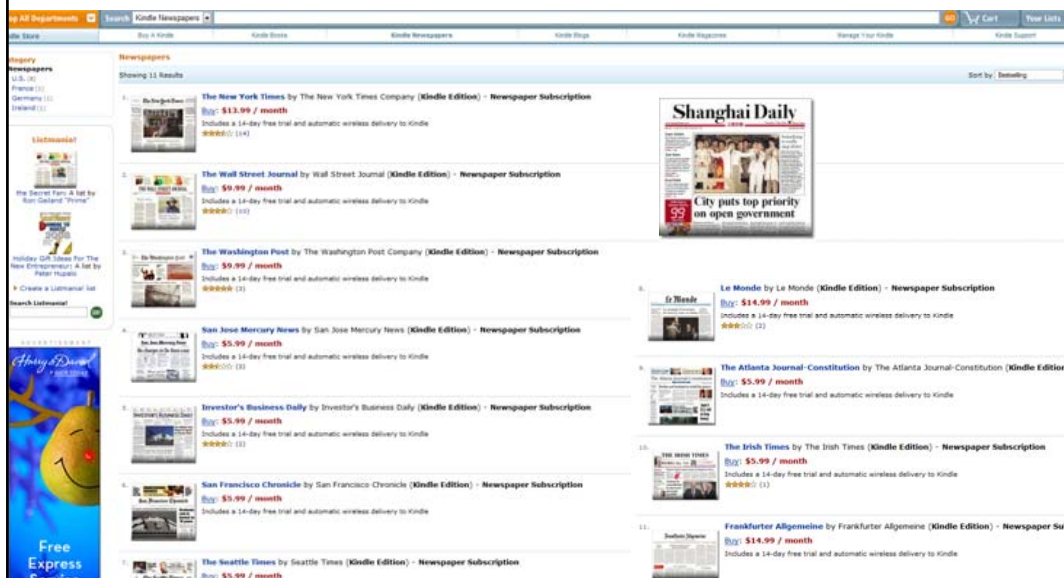
Product Overview

- Revolutionary electronic-paper display provides a sharp, high-resolution screen that looks and reads like real paper.
- Simple to use: no computer, no cables, no syncing.
- Wireless connectivity enables you to shop the Kindle Store directly from your Kindle—whether you're in the back of a taxi, at the airport, or in bed.
- Buy a book and it is auto-delivered wirelessly in less than one minute.
- More than 90,000 books available, including more than 95 of 112 current New York Times® Best Sellers.
- New York Times® Best Sellers and all New Releases \$9.99, unless marked otherwise.
- Free book samples. Download and read first chapters for free before you decide to buy.
- Top U.S. newspapers including *The New York Times*, *Wall Street Journal*, and *Washington Post*; top magazines including *TIME*, *Atlantic Monthly*, and *Forbes*—all auto-delivered wirelessly.
- Top international newspapers from France, Germany, and Ireland; *Le Monde*, *Frankfurter Allgemeine*, and *The Irish Times*—all auto-delivered wirelessly.
- More than 250 top blogs from the worlds of business, technology, sports, entertainment, and politics, including *BoingBoing*, *Slashdot*, *TechCrunch*, *ESPN's Bill Simmons*, *The Onion*, *Michelle Malkin*, and *The Huffington Post*—all updated wirelessly throughout the day.
- Lighter and thinner than a typical paperback; weighs only 10.3 ounces.
- Holds over 200 titles.
- Long battery life. Leave wireless on and recharge approximately every other day. Turn wireless off and read for a week or more before recharging. Fully recharges in 2 hours.
- Unlike Wi-Fi, Kindle utilizes the same high-speed data network (EVDO) as advanced cell phones—so you never have to locate a hotspot.

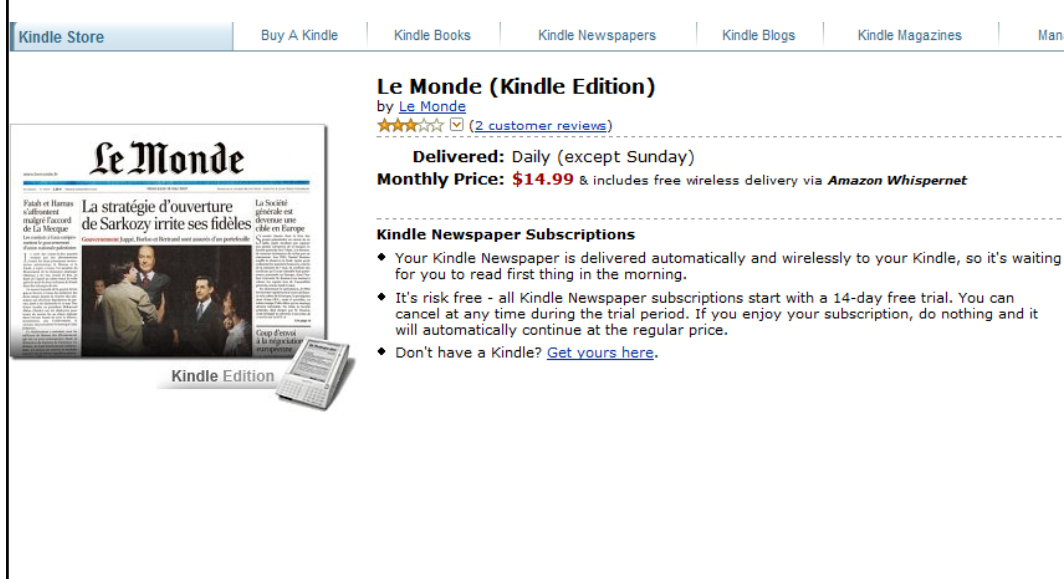




11 newspapers at launch of Kindle, 21 by July 24th 2008



Monthly subscription on Kindle - prices 5.99-14.99 usd (4-10€)





8 magazines at launch of Kindle (16) 324 paid-for blogs (374)

The screenshot shows the Kindle Store search results for 'Kindle Blogs'. The page is divided into two main columns: 'Blogs' and 'Magazines & Journals'. The 'Blogs' column lists 16 items, including Amazon Daily, The Onion, Boing Boing, Mashnot, TechCrunch, and Huffington Post. The 'Magazines & Journals' column lists 8 items, including Time by Time Inc., The Atlantic, Reader's Digest, The Nation, Fortune by Time Inc., Slate by Slate, and Forbes. Each item includes a cover image, title, price, and a brief description.



Manage your Kindle

- integrated into my Amazon account
- seamless download over Whispernet in US

The screenshot shows the 'Manage your Kindle' page in an Amazon account. The page is titled 'Manage your Kindle' and includes sections for 'Your Kindle(s)', 'Your Kindle approved e-mail list', 'Your default 1-Click payment method', and 'Your active Kindle subscriptions'. The 'Your active Kindle subscriptions' section contains a table with the following data:

Title	Status	State	Billing Amount	Payment	Cancel Subscription
Forbes	Pending	N/A	View billing details	MasterCard ****92808	Cancel Subscription
The New York Times - Latest News	Pending	N/A	View billing details	MasterCard ****92808	Cancel Subscription
Amazon Daily	Pending	N/A	View billing details	MasterCard ****92808	Cancel Subscription
The Wall Street Journal	Pending	N/A	View billing details	MasterCard ****92808	Cancel Subscription

Amazon.com <store-news@amazon.com>
To: "stg.nordqvist@gmail.com" <stg.nordqvist@gmail.com> Thu, Jul 24, 2008 at 2:24



Kindle Support: email news

amazon.com

Kindle Store Your Amazon.com

[Let them choose from millions of items](#)
[Amazon.com Gift Cards](#)

Today's Deals See All Departments


Dear Amazon.com Customer,

We thought you'd like to know what's new in the Kindle Store. This week O'Reilly, publisher of the iconic "animal books" for software developers, made select titles available, and we've added a History store.

In addition, Kindle customers have exclusive access to a commencement speech Mitch Albom delivered at his nephew's high school graduation ceremony.

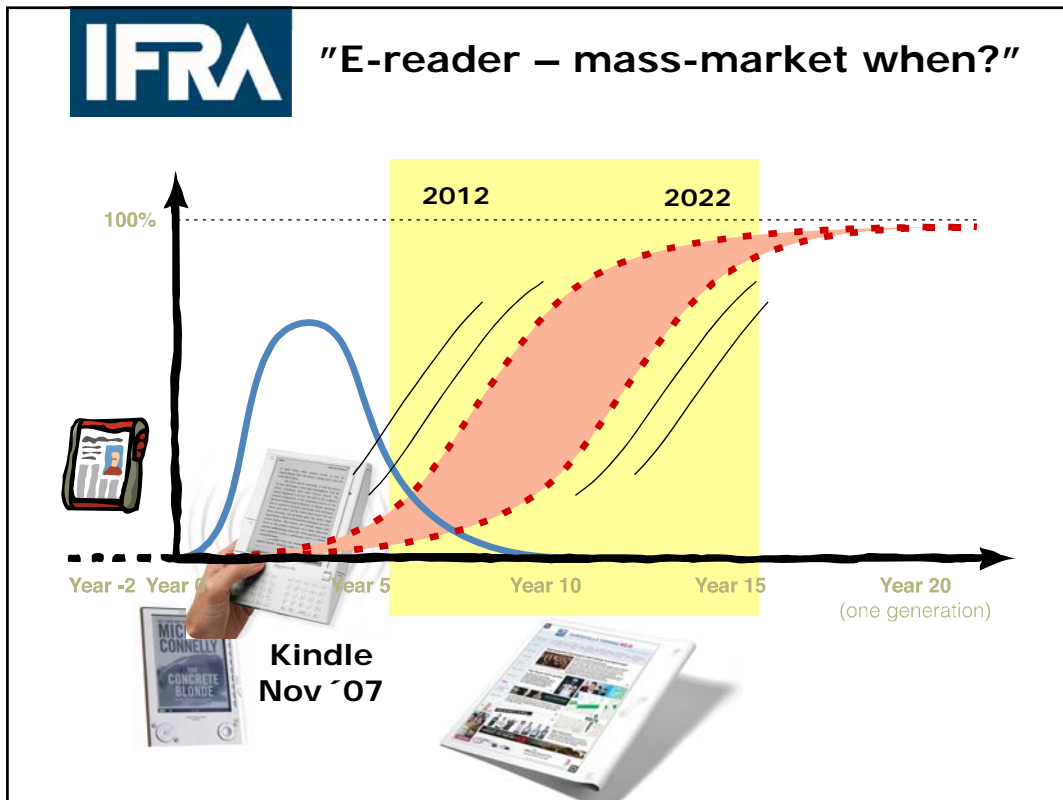
New on Kindle

			
The Shack \$8.24	Houston Chronicle \$5.99	Just Too Good to Be True \$9.99	The Condition \$9.99
			
Undiscovered Country \$9.99	Somewhere in Heaven \$9.99	Killer View \$9.99	Death Angel: A Novel \$9.99



Key lessons so far

- **Device is not a killer-sexy-thing that would make friends say wow out of envy**
- + **Hassle-free wireless connection**
- ++ **Key is multitude of choice – content!**
- ++ **Ease to buy and “download” the book etc**
- + **“iPod” for reading, carry all books, newspapers, magazines, your reading in one device which is good for reading**



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