

E-Books & E-Readers

Thursday, June 14

9:45- 10:30

South East Technical College

iPad

<http://www.apple.com/education/ipad/>

iPad

- Works best on AT&T or Verizon – other carriers are limited
- 10 hours of surfing, watching video or listening to music
- 9 hours of surfing the web if you are using cellular
- \$499-\$829

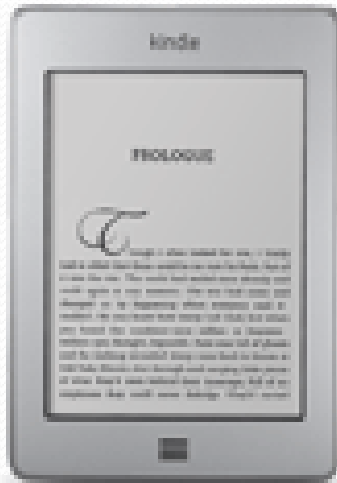
iPad 2



New iPad



kindle



1. Kindle Fire \$199
 - 7" full-color screen
 - 8 hours of continuous reading
 - Most like a tablet
 - Internet capabilities
 - Free cloud storage for Amazon content
 - Build in wi-fi
2. Kindle Touch 3G \$149
 - 6" E ink
 - 2 months between charges
 - free 3G and wi-fi
3. Kindle \$79
 - 6" E ink
 - 1 month between charges
 - buttons

nook

1. Nook Tablet \$249
 - 7" display with full color
 - 11.5 hours of reading
 - Internet connection (similar to dial-up)
 - Check email
 - Use like netbook
 - Recharge more often
 - Heaviest of the three nooks
2. Nook Color \$169
 - 7" touch screen
 - 8 hours of reading with wireless off
3. Nook simple touch \$99
 - 6" display
 - E ink = no glare
 - Read up to 1hr/day for one month between charges
4. Nook simple touch w/glow-light \$139
 - 6" display
 - Can read day or night
 - Read up to 1hr/day for one month between charges
 - E-ink = no glare
 - 7 OZ.



<http://www.barnesandnoble.com/u/nook/379003208>

Commonalities

- Charges with your computer
- Wall chargers available
- Touch screen
- Proprietary
- BIG business opportunity in accessory and add-on sales

Local Resources

- Local library or community education
- Barnes & Noble (in-store)
- Apple stores
- Target
- Best Buy

Resources

- <http://hothardware.com/News/On-Digital-Textbooks-Fun-Facts-Projections-and-Possibilities/>
- <http://www.the-digital-reader.com/2012/05/23/students-using-buying-digital-textbooks-coursesmart-survey-shows/>
- <http://www.barnesandnoble.com/nookstudy/index.asp>
- <http://chronicle.com/article/Barnes-NobleMicrosoft/131755/>
- <http://www.digitalbookworld.com/2012/mcgraw-hill-partners-with-university-of-minnesota-on-e-book-distribution-program/>