

eBooks

from *@* to **Z**

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eBooks are the new black

APRIL 20, 2009
MOBILITY

How the E-Book Will Change the Way We Read and Write

Author Steven Johnson outlines a future with more books, more distractions

iPad corners 22 percent of ebook market, iBooks gets iPhone version and PDF reader

By Vlad Savov posted Jun 7th 2010 12:02PM

BREAKING

PCWorld » Blogs » Today @PCWorld

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Barnes & Noble and Amazon Wage E-reader Price War

Jeff Bertolucci, PCWorld Jun 21, 2010 5:18 pm
Wasting little time in responding to Barnes & Noble's new lower price for its Nook e-readers, Amazon today slashed the

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COVERAGE



★★★★★
Amazon Kindle 2

October 5, 2010 3:51 PM PDT

Why you shouldn't buy an e-reader

by David Carnoy

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E-Book Sales Now Surpassing Actual Book Sales (Cars, However, Continue To Refuse To Fly)

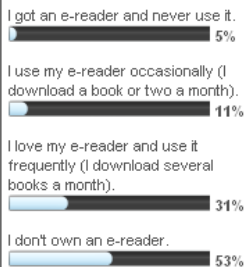
by Jon Bershad | 6:55 pm, July 19th, 2010

» 5 comments

cnet POLL

E-readers unbound

How much do you use your e-reader?



Total votes: 2773

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devices.

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The iPad and Kindle war hits Target stores

by Kathryn Robbins on September 26, 2010
in Green Gadgets

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Last year, Amazon made a huge push to get the Kindle on the wish list of every gadget lover or bibliophile during the holidays. Their gamble paid off and they sold a heck of a lot of Kindles and record numbers of e-books on Christmas day, a fact that Apple hasn't forgotten. Apple is ramping up iPad production and adding retail partners like Target in order to dethrone the Kindle during the holiday season.

Apple's iPad sales in their flagship stores and Best Buy have been robust since its launch last April, but Apple's thinking bigger. Starting on October 3rd, the 16-64GB Wi-Fi models as well as the Wi-Fi+3G iPads will be sold in all of Target's 1,743 stores in forty nine states. While their previous methods of distribution have been successful, not every city in the US has a Best Buy or an Apple store. Target gives Apple a different sort of clientele that may be curious about the tablet computer but had no real way to check it out in person.

Agenda

- Overview of eBook Readers:
 - Kindle, Nook, iPad, Sony Readers, Smart Phones, Computers
- eBook formats: ePub, pdf, mobipocket
- Comparing eBookstores
- What's DRM (Digital Rights Management)?
- eBooks & Libraries (www.ListenNJ.com)
- Where can I get free eBooks (legally)?
- Are eBooks for me? (Flowchart)
- Q&A / Hands-on Time
- On Line Resources

Technical Terms

- elnk: Screen technology used in Kindle & Nook etc (not iPad!)
- ePub: Industry standard format for eBooks (not Kindle!)
- Mobipocket: Industry standard format for Kindle
- Sideload: Copying books to eReader using a USB cable instead of “over the air”
- DRM (Digital Rights Management): Copy protection schemes used on eBooks to prevent illegal copying
- ADE (Adobe Digital Editions): PC/Mac software to read eBooks and handle DRM
- Challenge: Use these terms in a sentence
 - I sideloaded the ePub books I checked out from ListenNJ.com to my Nook using ADE (it handled the DRM for me)!!

Key Takeaway

- In most cases, eReader hardware can only use eBooks from a single bookstore
 - Nook owners can't use buy eBooks from Amazon
 - Kindle owners can't buy eBooks from B&N or Borders
 - iPad owners can use all major bookstores but each book is only viewable in it's own app (so Amazon books will only be seen in Kindle app not iBooks)
- How come? After all, this isn't true of CD or DVDs or ...?
 - Answer: DRM
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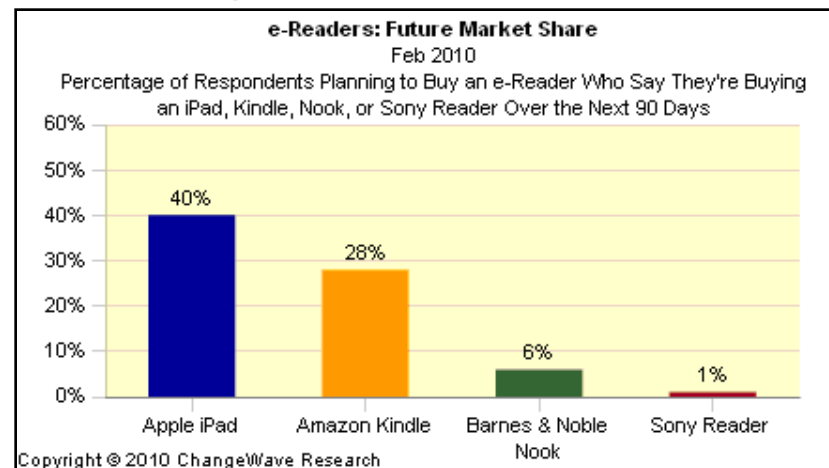
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iPad / Apple iBooks \$500+	Color LCD	iPhone	“Coming Soon” (DRM)	<ul style="list-style-type: none"> • Steve Jobs designed • Large screen / Multi-use device • Heavy / hard to read in sunlight
Nook / Barnes & Noble \$100-200	eInk (B&W)	PC / Mac iPhone / iPad Android	YES	<ul style="list-style-type: none"> • Hardware gets positive reviews • Single use device • Supports ePub format • Best alternate to Apple / Amazon
Kobo / Borders \$100-200	eInk (B&W)	PC / Mac Probably the rest	YES	<ul style="list-style-type: none"> • Borders doesn't have its own eReader – uses 3rd party devices • Uses Adobe Digital Edition (ADE) to sideload content to readers • Kobo generally gets negative reviews
Sony Reader / Sony Bookstore \$150+	eInk (B&W)	?	YES	<ul style="list-style-type: none"> • Weak book store • Likely first casualty of industry shake out after iPad introduction

eInk Readers (Kindle, Nook, etc)

- The screen technology used in non-iPad readers is called “eInk”
 - These are not “touch screen” (like iPad or iPhone)
 - More similarities than differences across Kindle, Nook, Kobo, Sony
- Black & White screen that’s usually about the same size as a paperback
- Low power consumption
 - “No” power use except when turning pages
 - Typically 1-2 weeks between charging
- Come either WiFi or WiFi + 3G models
 - No monthly service fee for 3G access – used primarily for eBook shopping
- All have USB connections used to recharge batteries and to allow books & files to be copied from computers (“sideload”)
- Typically start with 2 Gig Memory
 - Some have optional slots for microSD memory cards
- Typically these are “single use” devices
 - Usually run a version of Android OS but the built-in software provides limited opportunities for other use (maybe MP3 player, a few games, etc)
 - Nook has an active user community developing alternative software to replace the B&N provided software
- On-going price war: prices have fallen from ~\$300 around the beginning of the year to about \$150 now (maybe \$100 by Christmas 2010)

iPad

- iPad is very different from other devices
 - Much more expensive
 - Color not just B&W
 - Can do lots of things video, email, web (not just reading)
- iPad may or may not be good for reading
 - Heavier & shorter battery life than Kindle / Nook
 - Hard to use in bright light (don't believe the Kindle ads, don't take any of these to the beach)
- Apple iPad has most of the eInk providers running scared (Amazon, B&N, etc)
 - Can Sony survive in this market?



eBook Formats

- eBooks are contained in a single file. There are 3 competing formats:
 - ePub: Industry standard
 - Mobipocket: Used only by Amazon with Kindle
 - Adobe PDF: Least desirable since resizing text typically causes problems
- eBooks contain both text and images. File size varies depending on book length and the number of images.
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- Comparing eBookstores & eBook pricing is hard
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Three Stations by Martin Cruz Smith	\$18.71	\$12.99	\$21.59	No
The Rembrandt Affair by Daniel Silva	\$15.75	\$12.99	\$19.43	ePub & WMA
Dead in the Family by Charlaine Harris	\$15.17	\$12.99	\$25.19	ePub
11	Average Price	\$16.50	\$12.59	\$26.62

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