

DIGITAL READERS

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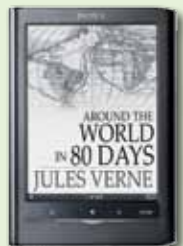
Reading in the digital era means picking the right reading device as much as picking the right book. So we've prepared a very selective chart listing some of the e-reading devices—from tablet computers to dedicated e-readers and smartphones—likely to be popular during the holiday season. And remember, in the future, we'll probably have more than one reading device, anyway. We've also added a little digital technology to our analogue print pages. If you have an iPhone or other smartphone, use the phone's Web browser to go to QMCodes' mobile Web site (m.qmcodes.com) and download software that will turn your phone into a bar code scanner. Once installed, you'll be able to use your phone to scan the bar code graphic next to each device on this page, and you'll get video content on each one. Also see "A Link to the Future," on page 22, a profile of QMCodes, a company using bar code technology to help link publishers and readers.

E-ink readers



Amazon Kindle 3

- \$139 (Wi-Fi); \$189 (3G/Wi-Fi).
- 700,000 titles.
- 6-in. grayscale e-ink screen; Amazon OS.
- The new and improved champ of e-ink readers.



Sony Reader Pocket

- 5-in. (\$179).

Sony Reader Touch

- 6-in. (\$229).



Nook

- \$149 (Wi-Fi); \$199 (3G/Wi-Fi).
- 500,000+ titles.
- 6-in. grayscale e-ink screen; Android OS.
- B&N's initial foray into the digital reader marketplace.



Kobo

- \$139 (Wi-Fi).
- 200,000 titles.
- 6-in. grayscale e-ink screen; Linux OS.
- Canada's finest digital reader.

(The number of titles available for each device is an estimate depending on what e-reading software each supports. Some devices support multiple e-reading software.)

Phones/handhelds



iPhone 4

- \$199 (16GB) to \$299 (32GB).



iPod Touch 4

- \$230 (8GB) to \$399 (64GB).

- Minimum 700,000 titles through Kindle app.
- 3.5-in. backlit color screen; iOS4.
- Excellent e-readers in addition to everything else they do.

Tablets



Sony Reader Daily

- 7-in. (\$299; 3G/Wi-Fi).

- 200,000 titles.
- Grayscale e-ink screens; Linux OS.
- More powerful, faster page-turns, and slick redesign, but pricey.



Bookeen Cybook Opus

- \$190 (USB only).
- 200,000 titles.
- 5-in. grayscale e-ink screen; Linux OS.
- The most popular e-reader you haven't heard much about.



Droid X

- \$200.
- Minimum 700,000 titles through Kindle app.
- 4.3-in. backlit color screen; Android OS.
- Look out, Apple; sales of phone and tablet Android devices are growing fast.



iPad

- \$500 (Wi-Fi; 16GB) to \$830 (3G; 64GB).
- iBookstore's 60,000 or so titles.
- 9.7-in. backlit color screen; iOS.
- So cool it's hot and driving app development.



Samsung Galaxy Tab

- \$400 (with 3G contract) to \$600.
- At least 200,000 titles through Kobo.
- 7-in. backlit color screen; Android OS.
- The long-awaited, smaller, lighter, maybe iPad killer?



Blackberry Playbook

- Rumored "under \$500"; 3G/Wi-Fi.
- 200,000 titles through Kobo.
- 7-in. backlit color screen; Blackberry Tablet OS.
- Tablet mystery date; not due until early 2011.



Velocity Cruz Tablet

- \$299; USB only.
- 200,000 titles through Kobo.
- 7-in. backlit color screen; Android OS.
- Well reviewed, but truly a mystery, and with no wireless!



NookColor

- \$250 (Wi-Fi).
- 500,000+ titles.
- 7-in. backlit screen; Android OS.
- B&N's surprise entry into tablet e-reading.