

amazonkindle

Twenty Thousand Leagues Under the Sea



Kindle

FOR COLLEGE

9%

Locations 538-50

5508

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A good book has no ending.

R.D. CUMMING

Who are we?

VOLTA
OPERA

OXFORD GUIDE

ANTIQUITATE
ACADEMIE
OXONIENSIS
ZOOLOGIA

OXONIAE

LIBRARIUS
G. ASH
ST.

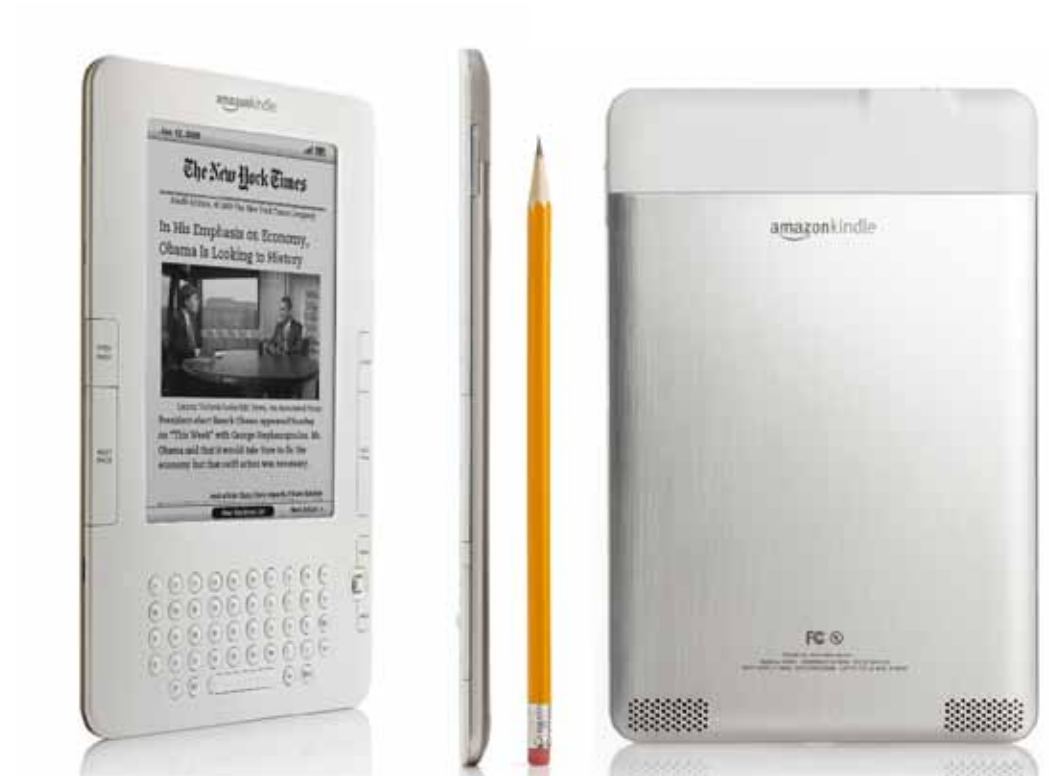
WE'RE THE BEST E-BOOK READER OUT THERE. WE CAN
HOLD A LIBRARY, CONNECT YOU TO THE INTERNET, AND
WE'RE GREAT FOR THE ENVIORNMENT!

WHO DOESN'T LOVE THAT?



MISSION STATEMENT

To eliminate the need for hard copy documents, and providing you with an all-in-one reference source. Kindle is the first e-book reader with its own cellular wireless connection to let you get new books anytime, almost anywhere the mood strikes.





A LITTLE BIT ABOUT US...

Who are we?

Amazon Kindle

What do we do?

We are a software and hardware platform developed by Amazon.com for reading e-books and other digital media.

Why is all matters?

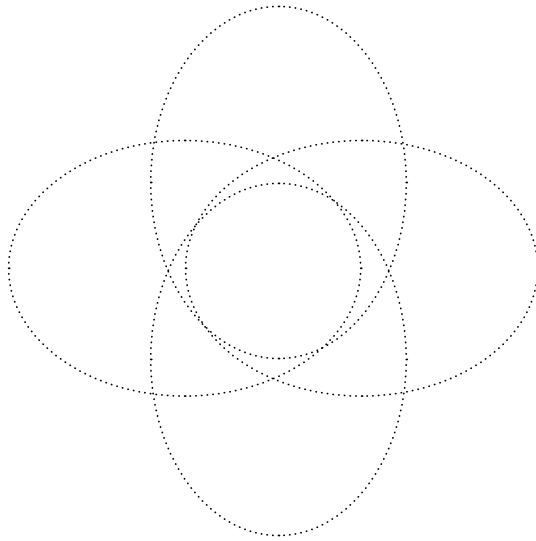
We provide reading material and instant information, right alongside keeping an eye out for the environment by reducing paper product waste.

Today, the Kindle Store has more than 350,000 books available, plus top newspapers, magazines, and blogs. This is just the beginning. Our vision is every book ever printed, in any language, all accessible in less than 60 seconds. We won't stop until we get there.

Whether you prefer biographies, classics, investment guides, thrillers, or sci-fi, thousands of your favorite books are available, including 105 of 112 books currently found on the New York Times® Best Seller list. New York Times Best Sellers and most new releases are \$9.99, and you'll find many books for less.



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Functional Dimension

Anywhere I go, Kindle is a great way for me to read books. It's especially useful if I want to read all those beachside books while on a trip or if the books are really heavy and bulky. No more back cramps for me! All my books are kept in a light weight e-book reader. It lasts for days without recharging and I can read it in sun light. It's size (like that of most hardcover books), is portable enough to take with me almost everywhere, like the bus or subway.

Mental Dimension

Since it's so easy to find material, Kindle engages me to read more. It gives me access to different genres that I would normally not give a second thought to. Complicated Economics, anyone? My reading has almost doubled because of these free downloads, and I'm more inclined to read things I normally wouldn't.

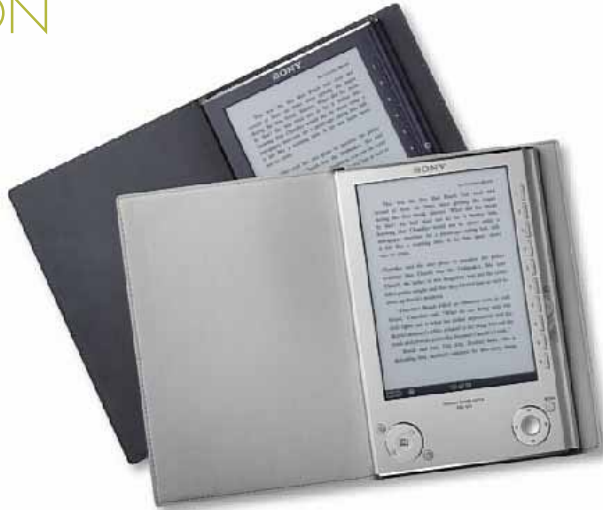
Spiritual Dimension

I feel good carrying my Kindle around because I know it doesn't have paper waste like standard books. It makes me feel like I'm helping to keep the pollution down. I'm not throwing away a newspaper everyday, I get it sent straight to my Kindle. I only do the crosswords anyway. It doesn't even require that much power to recharge and use.

Social Dimension

When using my Kindle I feel more connected to other users and book lovers in general. I feel like I'm part of a community that values literature and technology. The literati or the techno-geeks. It's always fun to show it off to other people and show them how it works.

THE COMPETITION



BeBook

The BEBOOK ebook reader is a product of Endless Ideas BV. Endless Ideas is a rapidly growing dutch manufacturer of home and office electronics. The head of- fice is located in the Netherlands, wellknown by companies like Shell, Philips, TomTom and Heineken. Wireless is not available in the U.S.

Sony Reader

The Sony Reader is an e-Reader. It uses an electronic paper display developed by E Ink Corporation that has 166 dpi (200 dpi in 5 inch version PRS-300) resolution, eight levels of grayscale, and is viewable in direct sunlight. It requires no power to maintain a static image, is usable in portrait or landscape orientation and has a touch screen.

- Kindle ○
- BeBook ●
- Sony Reader ●

// space



// time movement

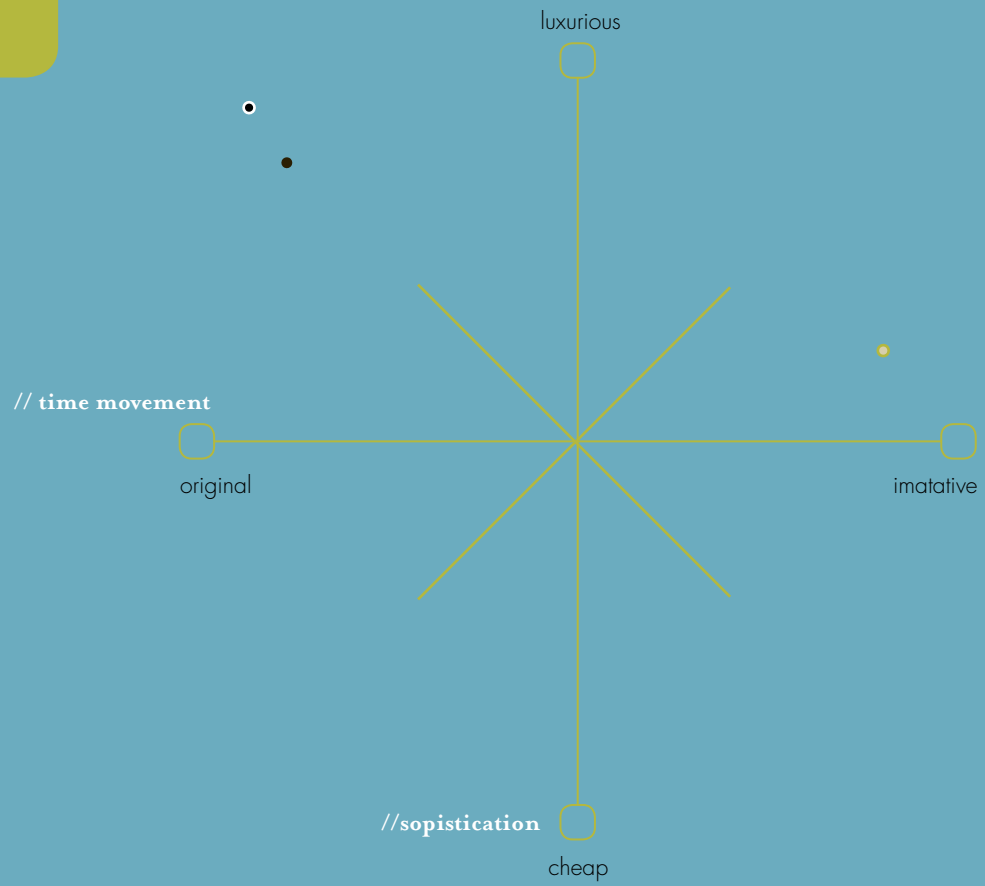


//sopistication



// technology





- Kindle ○
- BeBook ●
- Sony Reader ●



So...
what's the
problem?



50% OF THE PEOPLE WHO USE KINDLES
ARE OVER 50!

WHAT HAPPENED TO ALL THE
YOUNG PEOPLE?





THE AUDIENCE WE HAVE NOW

Our primary audience.

30 and up, intellectuals. 50% of the people who use Kindles are over 50 years old. Twenty-seven percent are over 60.

What do they think about us?

What's not to like? Our amazing swordplay skills and cage wrestling finesse? No. But our audience is already in a disposition to like us. They trust Amazon and that trust carries over to Kindle.

What do they think about our products?

They trust them and are happy with their services because they are efficient and reliable.

How are we different?

We already have a strong background in innovation and literature.



SO WHAT?

- Product or Service-

You can only buy a Kindle online at Amazon.

"So what?"

There is no student discount.

"So what?"

That means they're not available on, or promoted at college campuses.

"So what?"

You can't sell them at a lower price to college students.

"So what?"

College student will be less likely to buy them.

- Employees or Members-

Not many publishers have made Kindle versions of their books.

"So what?"

Students can not download them.

"So what?"

Teachers want a wide variety of materials in which to choose from to teach.

"So what?"

Professors will just go ahead and assign books not available on Kindle.

"So what?"

Less likely to see teachers and students think of Kindles as a viable resource.

- Customers or Primary Audience-

50% of the people who use Kindles are over 50 years old.

"So what?"

Younger people are not buying the Kindle.

"So what?"

That's a demographic that could be targeted.

"So what?"

It would widen Kindles target audience to include more people.

"So what?"

Kindle would be more popular and make more of a profit.

A close-up photograph of a person's hands holding an open book with a green cover. The person is wearing a dark top and a patterned hat. The background is a lush green field with tall grass. The text "Kindle for college!" is overlaid in white on the book cover.

Kindle for
college!

KINDLE'S COMING TO COLLEGE!

WE'RE GOING TO START OFFERING
MORE TEXTBOOKS AND OTHER WAYS
TO MAKE YOUR LIFE EASIER.



TEXTBOOKS ON KINDLE!

Some pros -

Saves Trees

Good for the environment i.e. no transporting of books.

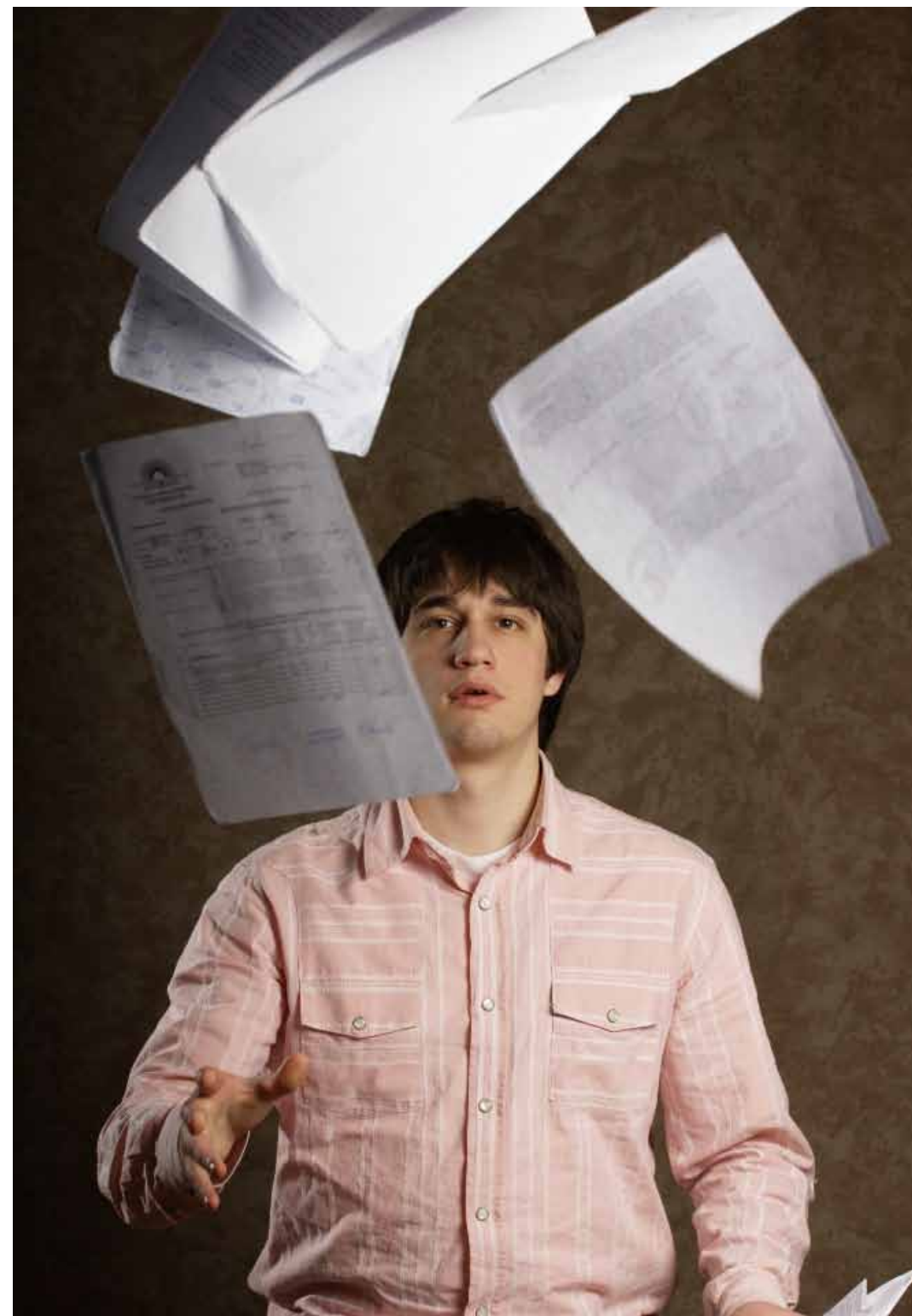
Good For Students – they don't have to carry around books.

Good for Publishers – Books can't be sold as used books.

Some cons -

No color on the kindle, and probably not for 2-3 years.

Students can't sell their old books - though lower prices would definitely make up for this.





Hear from a student

I'm a student who is really interested in the idea of the Kindle being more intergrated at my collage. If Kindle acquired more textbooks, it might very well have a huge impact on us. Kindle could make students' lives so much easier. The impact is much more than just the potential of lower prices. However, if I could buy textbooks cheaper that would be amazing. Buying cheaper licenses for textbooks is a better option than buying expensive textbooks and trying to sell them before publishers have new updated versions of said textbooks.

Kindle is as easy to hold and use as a book. It's designed with long-form reading in mind. You can even make notes in the margins like a real book or tag a page to find it later. Kindle has a new easy-to-use controller, enabling precise on-screen navigation from selecting text to highlight to looking up specific words. Up to six Kindles can share an account, that would be fantastic for study groups!

One of the best things about kindle is its portability and convenience. It's light weight and I can have all my books with me wherever I go.

Kindle offers free internet. While, you can't really browse, it does have Wikipedia, a dictionary and a limited browser. It pretty much covers most academic needs. The lack of features actually helps you focus better on the core tasks at hand.

There is an endless war going on with publishers trying newer (and stupider) methods to try to maintain profits (new editions every 6-12 months; eTextbooks with limited usability). Students, on the other hand, are selling used books, scanning textbooks and putting them on torrent sites, and photocopying pages. This is a pointless struggle on both sides.

Amazon and Kindle have a really good chance to bring the textbook industry into the 21st century and I really hope they make the most of it. If they profit a lot in doing so, it's a well earned reward!



Thoughts from teacher

I'm a professor at a small college and I am very hopeful about textbooks on Kindles. My number one reason? The small college bookstore system is failing. The bookstore knows that many students will attempt to buy the book over the Internet and so they will only order books for a certain percentage of enrolled students. But when the semester starts, a few more students will add the course.

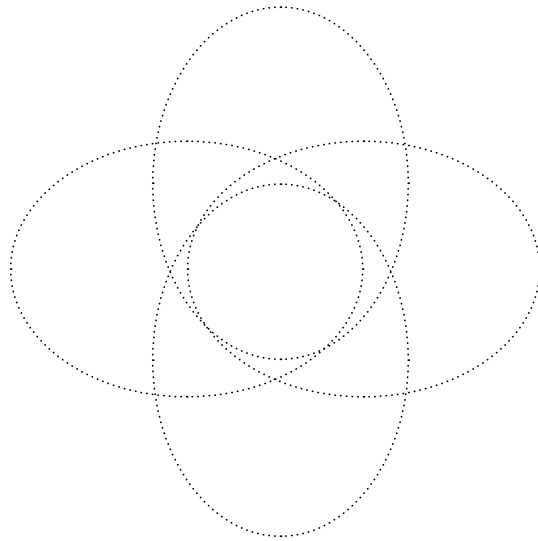
Last week in my class of 23 students, five students were unable to buy the book. The bookstore assured me that the books would be in by the end of the week. I scanned the reading for Thursday and posted it to the course web site (password protected). Today two students came to my office. One has ordered the book over the Internet and says it will be here in the next couple of days. The other says the bookstore ran out of copies again and his will be here tomorrow. Both wanted to borrow my book to make photocopies.

This happens every single semester, in every single class. 25% of the students do not have the book the first week. 10% still do not have it in the second week. If the book is a recent edition, at least one student will have an old edition and will want me to somehow fix the problem.

The thought that all my students could have the right book at the right time makes my heart leap in excitement.

It would also change my model of textbook selection. I like giving students choices and if I knew that everyone could get their books immediately I would let them vote on books for the second half of the course more often.

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Functional Dimension

Kindle gives me a great way to take my school books anywhere I need to. It's especially useful if I want to carry a lot of books with me that are really heavy and bulky. All my books are kept in a light weight e-book reader. It last for days without recharging and I can read it in sun light. It's size (like a hardcover book) enables me to take it on the bus and subway on the way to school.

Mental Dimension

My reading has increased because of free downloads, and I'm more inclined to read different things. I'm also more inclined to do my readings for class, because they are always in one place and easy to get to. It has almost instant downloads and I can get the books I need for school without stressing that they'll run out at the book store, and they're cheaper!

Spiritual Dimension

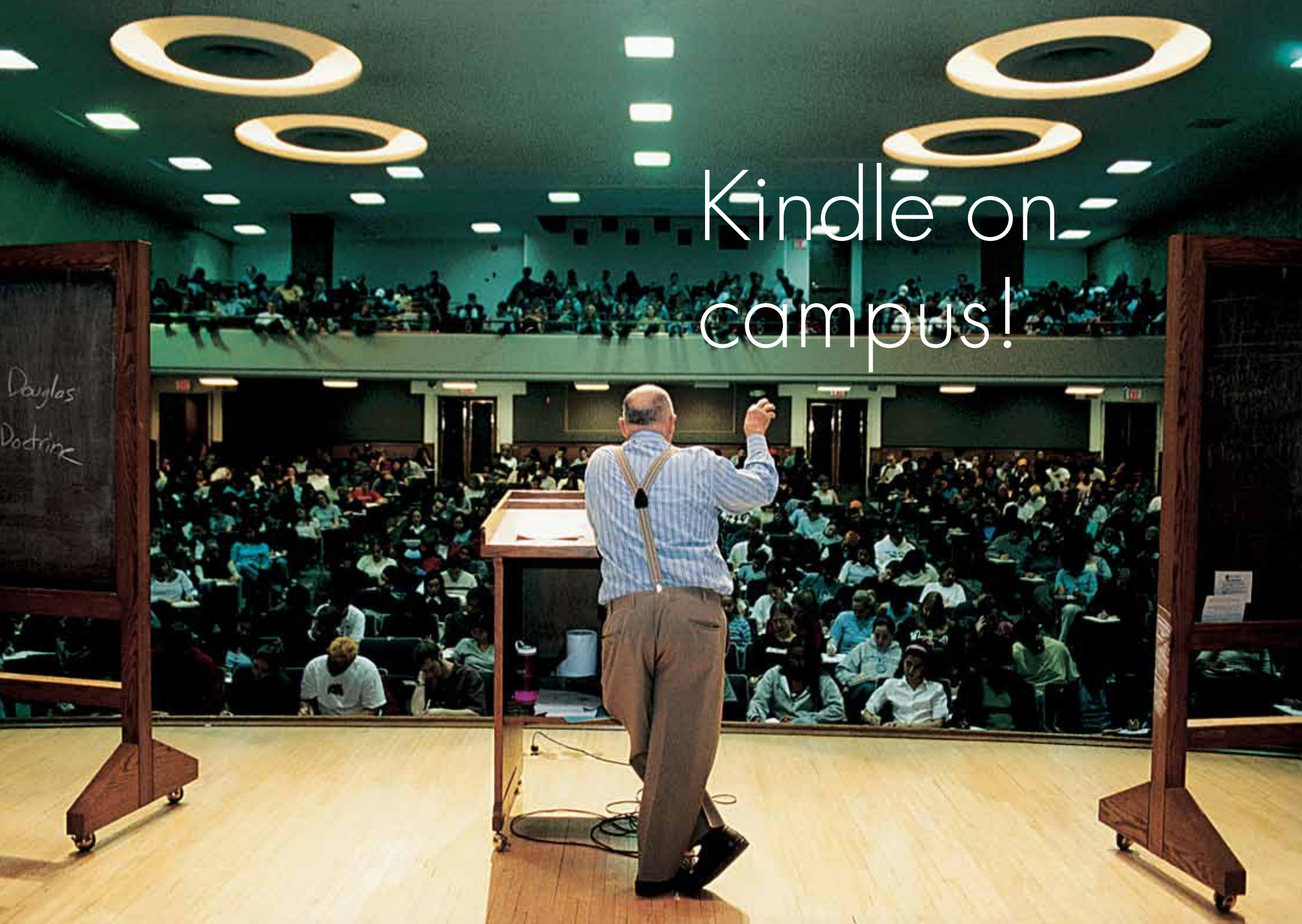
I feel good carrying my Kindle around because I know it has no paper waste like standard books. It makes me feel like I'm helping keep paper waste pollution down. I'm not throwing away a newspaper everyday, I get it sent straight to my Kindle. It doesn't even require that much power to run. It makes me feel like I'm doing my part to keep the earth clean.

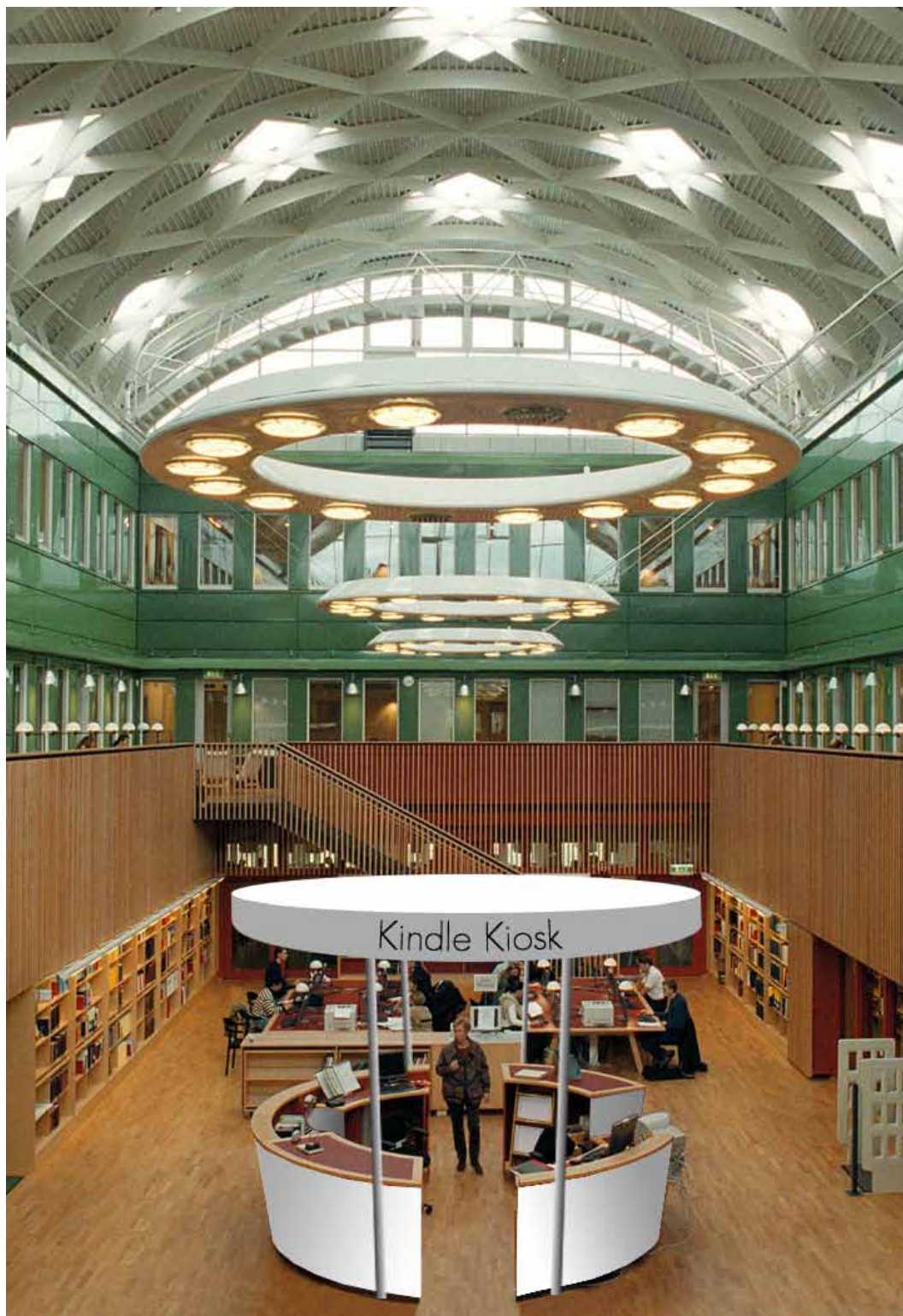
Social Dimension

When using my Kindle I feel more connected to other users, book lovers in general and fellow students who use Kindle. I feel like I'm part of a community that values literature, technology, and being eco friendly. It's also fun to show it off to other people and show them how it works. Or make my friends sad, who don't have one.

Kindle on
campus!

Douglas
Doctrines





CHECK OUT A KINDLE!

Go To Your University's Library

Go to your University's library and look for a new addition. It's in the Kindle Kiosk!

Semester Long Check Out

Kindles can be checked out for a semester. Keep all your heavy textbooks in one place. No need to ever carry them around again.

Cheaper Textbooks

Buying textbooks as an e-book is much cheaper. You'll end up spending hundreds less on your studying materials and who doesn't want that?

Keep All E-books

Once you check back in your Kindle, you still keep your account. That means that you still have all the books you bought over the semester.

THE LOOK



APPLICATIONS

Wear it, love it

There's no shame in loving Kindle.



Press Kit

Look for these on campus. This is just our little way to welcome you into the Kindle family. So keep an eye out the next time you're walking on campus. You might just get one.





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