

## Product Comparison

	<b>NOOK™ Wi-Fi®</b>	<b>NOOK™ 3G</b>	<b>Amazon Kindle™ 2</b>
<b>Price</b>	\$149	\$199	\$259
<b>Reading Screen</b>			
E Ink® Vizplex™ electronic paper display	✓	✓	✓
6" Diagonal display size	✓	✓	✓
Good contrast with 16 level grayscale	✓	✓	✓
Adjustable text size	✓	✓	✓
<b>Color Touch Screen</b>			
Color Touch Screen - 3.5" TFT Color LCD	✓	✓	✗
Touch Control & Navigation	✓ first color touch screen for navigation	✓ first color touch screen for navigation	✗
Quick Library View by Book Cover	✓	✓	✗
<b>Connectivity</b>			
3G Wireless	✗	✓ AT&T®, the nation's fastest 3G network*	✓ AT&T®*
Wi-Fi® / 802.11b/g	✓	✓ first 3G and Wi-Fi®-enabled eReader	✗
Free Wi-Fi® in Barnes & Noble Stores	✓	✓	✗
Free Wi-Fi® in all AT&T hotspots	✓	✓	✗
<b>Memory</b>			
2GB Internal memory/storage (up to 1,500 eBooks)	✓	✓	✓
Memory expansion	✓ virtually unlimited using microSD™ expansion slot**	✓ virtually unlimited using microSD™ expansion slot**	✗
<b>Content</b>			
Browse & shop for eBooks wirelessly	✓	✓	✓
More than a million titles available	✓	✓	✗
More than 500,000 free eBooks	✓	✓	✗
Many bestsellers and new releases starting at \$9.99	✓	✓	✓
Newspapers and Magazines	✓	✓	✓
Free unique content daily	✓	✓	✓
Browse complete eBooks for free in Barnes & Noble Stores	✓	✓	✗
Exclusive content available in Barnes & Noble Stores	✓	✓	✗
Directly load & read PDFs	✓	✓	✓
Word document support	✗	✗	✓ fee for wirelessly emailing
EPUB and eReader formats supported	✓	✓	✗
Built in Dictionary	Merriam-Webster's Collegiate® Dictionary	Merriam-Webster's Collegiate® Dictionary	The New Oxford American Dictionary

## Product Comparison (continued)

	<b>NOOK™ Wi-Fi®</b>	<b>NOOK™ 3G</b>	<b>Amazon Kindle™ 2</b>
<b>Sharing &amp; Syncing</b>			
Ability to read your eBooks on multiple devices	✓ iPad™, iPhone®, iPod touch®, BlackBerry®, PC, Mac OS®***	✓ iPad™, iPhone®, iPod touch®, BlackBerry®, PC, Mac OS®***	✓ iPad™, iPhone®, iPod touch®, BlackBerry®, PC, Mac OS®****
Synchronized last page read between devices	✓ Coming soon	✓ Coming soon	✓
LendMe™ technology (beta)	✓ first eReader with digital lending; share between NOOK™, and iPad™, iPhone®, iPod touch®, BlackBerry®, PC, Mac OS®. Coming soon to select Android™ Smartphones***	✓ first eReader with digital lending; share between NOOK™, and iPad™, iPhone®, iPod touch®, BlackBerry®, PC, Mac OS®. Coming soon to select Android™ Smartphones***	✗
<b>Other Features</b>			
Android™ Operating System	✓	✓	✗
Try reader in store before buying	✓	✓	✗
Quick page turn by hard key	✓	✓	✓
Replaceable colorful back cover	✓ 5 Color Choices	✓ 4 Color Choices	✗
Ergonomic back cover design for optimal hand fit	✓	✓	✗
Personalize screensavers with your photos	✓ uses standard JPG, PNG, GIF, BMP images	✓ uses standard JPG, PNG, GIF, BMP images	✗
Over-the-Air software updates	✓	✓	✓
Text to speech	✗	✗	✓
Play Chess and Sudoku	✓	✓	✗
Basic Beta Web Browser	✓	✓	✓
<b>Dimensions</b>			
Unit Size (in inches)	7.7 x 4.9 x 0.50	7.7 x 4.9 x 0.50	8 x 5.3 x 0.36
Unit Size (in mm)	196.2 x 126 x 12.8	196.2 x 126 x 12.8	203.2 x 134.6 x 9.1
Weight	11.6 oz. (328g)	12.1 oz. (343g)	10.2 oz. (289g)
<b>Power</b>			
Rechargeable Lithium Polymer battery	✓	✓	✓
Replaceable battery	✓	✓	✗
Read without recharging	up to 10 days with wireless off	up to 10 days with wireless off	up to 14 days with wireless off
<b>Audio</b>			
Speakers	✓	✓	✓
Headphone jack	✓	✓	✓

\* 3G network not available in all areas \*\* microSD™ or microSDHC™ memory cards sold separately

\*\*\* Devices other than nook™ require download of free B&N eReader software \*\*\*\* Requires download of Kindle™ software

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