

Fact Sheet

The All-New NOOK™, The Simple Touch Reader™

The All-New NOOK, by Barnes & Noble, is the most intuitive, easy-to-use eReader for everyone. The most portable eReader ever created, the All-New NOOK features a 6-inch, full touchscreen, the longest battery life of any eReader in its class, the most-advanced E Ink® Pearl display, and access to the world's largest bookstore available by Wi-Fi®.

Learn more and experience the All-New NOOK at www.nook.com or at NOOK Boutiques™ and displays in one of Barnes & Noble's more than 700 bookstores.

Easy-to-Use 6-inch Touchscreen

The All-New NOOK is intuitive and easy to navigate, shop and read. Just tap the full 6-inch touchscreen to find the best selection of books, magazines and newspapers with ease. Turn pages, look up words, highlight passages, and adjust the font size and style – all with just a touch of your finger.

Extra Long Battery Life

With the longest battery life of any 6-inch eReader, NOOK lets you read for up to 2 months on a single charge with Wi-Fi off – twice as long as the other leading eReader – and up to 3 weeks with Wi-Fi on.

Crisp, Clear Reading

Using the latest generation E Ink Pearl technology, the All-New NOOK features crisp, clear text that's great for reading anywhere, even in bright sunlight. The no-glare, paper-like display offers 50 percent more contrast than NOOK 1st Edition™.

Light, Compact and Portable

At under 7.5 ounces, the All-New NOOK is ultra-light and thin – 35 percent lighter and 15 percent thinner than NOOK Wi-Fi 1st Edition™. NOOK's sleek, but durable, compact design makes it easy to fit in a jacket, pocket, purse or backpack. With 2GB of storage, NOOK can hold up to 1,000 digital books and more content using the expandable memory slot and up to 32GB microSD™ cards. And, NOOK's ergonomic, soft-touch, contoured back makes it easy to read, even with just one hand, for extended periods of time.

A Seamless Reading Experience

NOOK uses the most advanced E Ink screen and proprietary technology to deliver a seamless reading experience with 80 percent less flashing than other eReaders – whether turning pages, browsing for books, or scrolling through your library. There are lightning fast page turns, plus a new Fast Page™ feature – just press and hold one of the side buttons to skip right to where you want to read.

Shop More than 2 Million Titles

The All-New NOOK, wirelessly connects via Wi-Fi to the world's largest bookstore of more than two million books, magazines and newspapers, including thousands of free titles, all at your fingertips. Most titles are \$9.99 or less and you can sample any NOOK Book™ for free. Choose from popular national and local market newspapers and magazines from NOOK Newsstand™, automatically delivered to your NOOK the moment they're released, including *The Wall Street Journal*, *The New York Times* and *USA TODAY*, as well as *Forbes*, *Reader's Digest*, *Discover*, *Fast Company* and *New York* magazine. Get personalized recommendations from Barnes & Noble experts to decide what to read next.

Connect with NOOK Friends™

Connect with NOOK Friends, an exciting social experience, to share and find new titles. See your friends' favorites and recommended reads. With Barnes & Noble's exclusive LendMe® technology, you can also lend eligible books to friend, at no cost, for up to 14 days, and see and request to borrow their LendMe books, too.

A Personalized Experience

NOOK lets you choose from 7 font sizes and 6 font styles to customize your reading experience. Organizing your books couldn't be easier using My Shelves. Just like a bookcase, you can group and arrange books on the shelves you name. Personalize your device with one of Barnes & Noble's screen savers or upload personal photos to make NOOK your own. And Barnes & Noble also offers a complete selection of colorful, high-quality NOOK accessories to fit your style.

Read What You Love, Anywhere You Like™

With NOOK, your entire NOOK Library™ goes wherever you go. In addition to your Barnes & Noble digital content, easily transfer and read personal EPUB and PDF files on your device. If you forget your NOOK at home, Barnes & Noble's free line of eReading software lets you continue reading on your favorite mobile and computing devices. Barnes & Noble syncs your NOOK Library and the last page read across NOOK products and software-enabled devices so you can pick up right where you left off. And, because the All-New NOOK is built on the Android™ Operating System 2.1 and uses Adobe technology, you can also borrow digital books from your local library.

The Barnes & Noble Promise™

You will find unmatched customer support in more than 700 neighborhood Barnes & Noble bookstores with more than 40,000 booksellers across the country ready to assist you with setting up your NOOK or choosing your next great read. NOOK customers also can enjoy award-winning customer service via phone and email.

Availability

The All-New NOOK is \$139 and expected to be available beginning in June 2011 in Barnes & Noble stores, www.nook.com, as well as Best Buy, Walmart, Staples, and Books-A-Million, along with NOOK Color™.

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The All-New NOOK™ Tech Specs	
Size	6.5 inches (H) x 5.0 inches (W) x 0.47 inches (D)
Weight	7.48 ounces (212 grams) 35 percent lighter than NOOK Wi-Fi 1 st Edition
Display	<ul style="list-style-type: none">• 6-inch touchscreen with infrared technology and E-Ink Pearl Display. 16-level gray scale, high-contrast screen• 7 adjustable font sizes and 6 font styles for extra clear readability
Operating System	Android OS 2.1

Power and Battery	<p>Longest battery life of any 6-inch eReader</p> <ul style="list-style-type: none"> • Up to 2 months with Wi-Fi off; up to 3 weeks with Wi-Fi on • Installed rechargeable battery • Charges via power adapter or USB to computer • Charging time: 3 hours from wall outlet
Storage	<ul style="list-style-type: none"> • 2GB on-board memory holds up to 1,000 NOOK Books • Expandable memory slot supports microSD card up to 32GB
Connectors & Input/Output	<ul style="list-style-type: none"> • Micro-USB connector • Expandable microSD slot
Connectivity	<ul style="list-style-type: none"> • Wireless connectivity via Wi-Fi (802.11 b/g/n) <ul style="list-style-type: none"> ○ B&N in-store fast and free Wi-Fi ○ Complimentary access at 24,000 AT&T Wi-Fi hotspots including restaurants, hotels, and more ○ Connects in most Wi-Fi hotspots including those which require additional information or confirmation through a Web browser
Supported File Types	<ul style="list-style-type: none"> • NOOK Bookstore™ files are delivered in ePub. Also supports PDF, and JPG, PNG, BMP and GIF images for personalized screensaver.
Book Reading and Sharing on Other Devices	<p>In addition to NOOK and NOOK Color™ devices, NOOK Books from Barnes & Noble can be enjoyed and shared on the following compatible devices using the company's free line of reading apps (available at www.bn.com/freenookapps):</p> <p>iPad™, iPhone®, iPod touch®, Android™ smartphones and tablets, BlackBerry, PC and Mac® (Beta)</p>

Images and additional information can be found at www.barnesandnoble.com/nook/media.
Customer service can be reached at 1-800-THE-BOOK or nook@barnesandnoble.com.

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