

BARNES & NOBLE

BOOKSELLERS

Fact Sheet

NOOK Color™ – The Best Reading Experience Plus Tablet Essentials

The first-ever full-color touch reader's tablet, NOOK Color by Barnes & Noble combines the world's best reading experience and tablet essentials including apps, Web with video, email, movies and TV shows, all for just \$169. The award-winning NOOK Color delivers over 2.5 million titles including NOOK Books™, popular magazines and newspapers with special interactive editions, NOOK Comics™, interactive kids' books, plus high quality apps, all on the world's most advanced VividView™ color touchscreen. This bestselling, critically acclaimed device – beautiful, thin and highly portable – features 8GB of space, plus expandable memory, to store it all. Learn more at a NOOK Digital Shop™ or display at your favorite Barnes & Noble bookstore, or visit www.nookcolor.com.

Elegant Design with Readers in Mind

NOOK Color's elegantly simple design in classic graphite features an angled lower corner that evokes a turned page, along with a beaded border and lustrous, soft-touch back that makes holding NOOK Color comfortable – even when reading in one hand. The compact device fits easily into your purse, jacket or bag at 8.1 inches (height) by 5 inches (width) by 0.48 inches (depth) and 15.8 ounces.

World's Most Advanced VividView™ Color Touchscreen

NOOK Color features a best-in-class 7-inch color multi-touch display like nothing you've ever seen before. Specially crafted with full IPS lamination and no air gaps, it delivers remarkable clarity, minimal glare and ultra-bright images in 16 million colors plus extra-wide viewing angles – perfect for sharing – for the ultimate reading and entertainment experience.

A Vast Array of Digital Content

NOOK Color provides access to the most expansive digital catalog available so you can browse more than 2.5 million books, enhanced books with in-page video, newspapers and interactive magazines, engaging children's books, hundreds of comics and graphic novels and other interactive content in a single search. Enjoy more than one million free reads, and the vast majority of titles in the Barnes & Noble NOOK Store™ are \$9.99 or less – from classics to new releases and bestsellers, including most of *The New York Times* Bestsellers. Access a growing selection of Spanish NOOK Books en español™ titles. Read books in portrait or landscape mode, and sample NOOK Books™ for free and download all content wirelessly in seconds. Since the launch of PubIt!™, Barnes & Noble has also added more than 100,000 titles from independent publishers and self-publishing authors.

NOOK Apps™ and NOOK Email™

NOOK Color customers can get even more out of their device with thousands of high-quality apps specially designed to take advantage of NOOK Color's stunning 7-inch color touchscreen and to keep the whole family entertained, engaged, connected and organized. NOOK Color customers can download Netflix to watch movies and TV shows. Plus customers can enjoy top music services and explore a growing collection of NOOK Apps from leading third-party developers and content providers in categories including Children, Education & Reference, Entertainment, Games, Health & Fitness, Lifestyle & Interests, News & Weather, Productivity, and Tools & Utilities, with more to come. NOOK Apps can be easily discovered and downloaded in seconds from Shop on NOOK Color, so you can browse complementary apps alongside books, magazines and other content. Customers will easily find their newly downloaded or preloaded apps by tapping the NOOK Apps button on the Quick Nav menu, or in the NOOK Library™. NOOK Color customers can also stay connected with full-featured, free NOOK Email to check and send personal email from top Web mail services, all from one inbox. NOOK Friends™ is preloaded in addition to other NOOK Apps, including Pandora®, Crossword Puzzle, Sudoku,

Chess, Contacts and Gallery. There's a built-in music player to enjoy your MP3 and AAC songs while reading anywhere using the built in 3.5mm headphone jack or speakers.

Periodicals in Vivid Color

With NOOK Newsstand™, NOOK Color customers will find an impressive and growing list of more than 450 of the best daily, weekly and monthly periodicals, including the largest digital collection of top 100 magazines available for subscription and single copy purchase, all optimized for the device in rich color. Magazine reading is easy and engaging with full-color pages and Barnes & Noble's exclusive ArticleView™ technology, new animated page turns and smooth pinch, zoom and panning. Many special interactive NOOK® editions feature video, quizzes, image galleries and more built right into the pages. All can be enjoyed with a 14-day free trial, via subscription or purchased in single issue form.

NOOK Kids™ Experience

Enjoy the world's largest collection of digital content for children through the NOOK Kids offering. Through exclusive AliveTouch™ technology, your child can interact with words and pictures, easily find a favorite story, have some read aloud to them with the popular Read To Me™ feature, or enjoy Read and Play™ titles that offer narration, animation and interactivity that fit into the story and plot lines. Enjoy a broad and growing selection of more than 1,400 digital picture books featuring an array of popular stories and characters, and more than 12,000 chapter books for children. Learn more at www.nookkids.com.

A More Complete Web Experience

NOOK Color runs on Android™ 2.2/Froyo and features a more complete Web experience giving customers access to enjoy even more video, interactive and animated content. NOOK Color includes support for Adobe® Flash® Player. Surfing the Web is even better with the ability to easily switch between larger desktop or mobile Web experiences and enhanced pinch and zoom.

Get Even More Social with NOOK Friends™

NOOK Color makes it simple to get social about reading. With NOOK Friends, NOOK Color creates the go-to social network for people who love to read, and offers even more ways to connect. Customers can create a group of NOOK Friends (and check out their Friends' Activity tab), view their NOOK Friends' reading-related activity and check out all or individual NOOK Friends' LendMe® books available, tracking all sharing activity. NOOK Color customers can also share which products they "Like" on Facebook and view how many other Barnes & Noble customers "Like" it, too, and more.

A Personalized Reading Experience

The NOOK Store™ is now easier-to-use, more social and streamlined to show the breadth of content. Get suggestions based on the genres, authors and subjects you love, reviews and recommendations from your NOOK Friends™ plus top NOOK Newsstand™ picks, free trials and new NOOK Daily Finds for a great book at a great price every day. Experience the flexibility and fun of completely customizing your reading experience. Organize the most user-friendly library your way with tabs for books, magazines, newspapers and apps. And now, it is simpler than ever to access that magazine or newspaper you want with virtual stacks of covers with dates – just tap on the issue you want and dive right in. Choose what titles will appear on your home page and Daily Shelf™, organize and view your library your way, find the right text type, size and color theme that's right for you. View your personal files by transferring PDF and ePub files to NOOK Color, as well as JPG, PNG, GIF and BMP files, and use personal photos for wallpaper. With Quickoffice® software, view Microsoft® Office files including Word, Excel and PowerPoint.

All Your Content at Your Fingertips

Your library is always a touch away with 8GB memory. That's approximately 5,000 NOOK Books, plus NOOK Color has expandable memory using a microSD™ card. And with Barnes & Noble's Lifetime Library™, existing customers of NOOK® products and software-enabled devices will instantly be able to

access their personal Barnes & Noble digital libraries on NOOK Color. With this digital library advantage, Barnes & Noble ensures that your content always goes wherever you go and is always protected and accessible on a variety of devices, as well as BN.com.

Continuous Reading Experience

Read NOOK Books seamlessly across your NOOK Color, NOOK devices, third-party eBook Readers powered by the Barnes & Noble NOOK Store, and your favorite mobile and computing devices enabled with our FREE NOOK Reading App™ software. These include iPad™, iPhone®, iPod touch®, Android™ devices, Mac computers and Windows-based PCs, laptops or netbooks. NOOK Color syncs last page read, highlights, notes and bookmarks. For more information on free NOOK software, please visit www.nook.com/freenookapps.

Fun and Free In-store Features

In Barnes & Noble stores, connect to free Wi-Fi® to browse and read the content of complete NOOK Books for free for up to one hour a day through Read In Store™. And download free exclusive content from bestselling authors and enjoy special promotions and discounts through the More In Store™ program.

Get the NOOK Look

Our wide selection of accessories is exclusively designed for fashion, fit and function for your NOOK Color, including covers with rich Italian leathers, European broadcloth and more from leading designers kate spade new york, JACK SPADE and Jonathan Adler.

NOOK Color Availability

Customers can purchase NOOK Color for just \$169 at Barnes & Noble stores, www.nookcolor.com, as well as Best Buy, Walmart, Staples, Target, Radio Shack, Books-A-Million, Office Max, Fred Meyer, PC Richard & Sons stores, Fry's and Systemax. Experience NOOK Color today at www.nookcolor.com or at NOOK Digital Shops and displays in one of Barnes & Noble's nearly 700 bookstores. Barnes & Noble offers Always Free NOOK Support in all of its neighborhood locations, 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 Color™ Tech Specs	
Size	8.1 inches (H) x 5 inches (W) x 0.48 inches (D)
Weight	15.8 ounces (449 grams)
Display	<ul style="list-style-type: none"> • 7-inch VividView™ Color Touchscreen • 16 million+ colors on IPS display • High resolution display – 1024 X 600, 169 pixels per inch (PPI) • Full lamination process for remarkable clarity and minimal glare – read indoors or outside
Operating System	Android™ OS 2.2/Froyo
Battery	<ul style="list-style-type: none"> • Installed rechargeable battery • Read for up to 8 hours
Memory	<ul style="list-style-type: none"> • 8GB (up to 5,000 books) built-in memory • Expandable storage up to 32GB with microSD™ memory card
Connectors & Input/Output	<ul style="list-style-type: none"> • Universal 3.5 mm stereo headphone jack • Charging port • Expandable microSD slot

Connectivity	<ul style="list-style-type: none"> • Wireless connectivity via Wi-Fi® (802.11b/g/n) • Free Wi-Fi in all Barnes & Noble stores
Browser	<ul style="list-style-type: none"> • Over Wi-Fi, enjoy enhanced Web browsing experience to access even more content. NOOK Color supports Adobe® Flash® Player
Supported File Types	<ul style="list-style-type: none"> • Load ePub (including Non or Adobe DRM) or PDF file types from your computer or microSD card • Other documents supported: CBZ, XLS, DOC, PPT, TXT, DOCM, XLSM, PPTM, PPSX, PPSM, DOCX, XLX, PPTX • Watch videos in MP4, or Adobe Flash Player format • Load photos and create personal wallpaper: JPG, GIF, PNG, BMP • Play audio on built-in mono speaker: MP3, MP4, AAC and others
Book Reading and Sharing on Other Devices	<p>Access your Barnes & Noble personal digital library purchased on any NOOK® device or software-enabled device. Read NOOK Books™ seamlessly across your NOOK Color™, NOOK Tablet™ and NOOK Simple Touch™ devices, third-party eBook Readers powered by the Barnes & Noble NOOK Store™, and your favorite mobile and computing devices enabled with our FREE NOOK Reading App™ software. These include iPad™, iPhone®, iPod touch®, Android™ devices, Mac® computers and Windows-based PCs, laptops or netbooks. NOOK Color syncs last page read, highlights, notes and bookmarks. For more information on free NOOK software, please visit www.nook.com/freenookapps.</p>

Images and additional information can be found at www.barnesandnoble.com/nookcolor/media

Software update information can be found at www.nookcolor.com/update.

Technical support information can be found at www.nook.com/support.

Customer service can be reached at 1-800-THE-BOOK or nook@barnesandnoble.com.

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