

BARNES & NOBLE

BOOKSELLERS

Fact Sheet

NOOK Color™ Reader's Tablet™ – The Best Reading Device and Best Value in Tablet Market

NOOK Color by Barnes & Noble, the first full-color touch Reader's Tablet, is the best reading device on the market, and the best value in the tablet market at just \$249. The award-winning NOOK Color delivers digital books, enhanced books, interactive magazines, newspapers, a wide array of children's picture and chapter books, popular apps, email and enhanced Web browsing, all in immersive, gorgeous color. This bestselling, highly acclaimed beautiful, thin and highly portable device features 8GB of space, plus expandable memory, to store it all.

NOOK Color opens up a whole new world of digital reading material of all kinds, in addition to providing access to one of the world's largest digital content collections with over two million digital titles a single search away. In addition to the best-in-class reading experience, NOOK Color also offers customers the most-requested tablet features which include shopping a broad collection of popular apps, staying connected with full-featured, built-in email and enjoying an enhanced Web experience. NOOK Color is also the most social reading device ever built –you're only touches away from sharing with friends. Learn more at a NOOK Boutique™ 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 and pleasurable. No other full-color touch reading device is thinner or more beautiful. 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.

VividView™ Color Touchscreen

NOOK Color features a best-in-class 7-inch color touch display like nothing you've ever seen before. The screen displays more than 16 million colors and offers a wide viewing angle for personal or shared reading. The special design provides enhanced color tuning, gradation and reduction of glare to reduce distracting reflections.

A Vast Array of Digital Content

NOOK Color provides access to the most expansive digital catalog available so you can browse more than two million books, enhanced books with in-page video, newspapers and magazines, engaging children's books, 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 Bookstore™ 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. Sample NOOK Books™ for free and download all content wirelessly in seconds. Since the launch of PubIt!™, Barnes & Noble has also added more than 90,000 titles from independent publishers and self-publishing authors.

NOOK Apps™ and NOOK Email™

NOOK Color customers can get even more out of their Reader's Tablet with a collection of top 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. Customers can explore a growing collection of more than 125 favorite 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 section in their library, as well as through the newly refined search.

NOOK Color customers can also stay connected with the full-featured, free NOOK Email to send and receive emails on the top Web mail services. The NOOK Friends™ App (beta) is also preloaded in addition to Pandora® internet radio, Crossword Puzzle, Sudoku, Chess, Contacts and Gallery. There's also 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 150 of the best daily, weekly and monthly periodicals, all optimized for the device in rich color – from *The Wall Street Journal*, *The New York Times* and *USA TODAY* to *Rolling Stone*, *Esquire*, *Us Weekly*, *National Geographic magazine*, *Martha Stewart Living*, *Elle*, *ESPN The Magazine*, *Travel + Leisure*, *National Geographic Kids*, *Dwell*, *Outside*, *Saveur* and many more. Magazine reading is easy and engaging with full-color pages and Barnes & Noble's exclusive ArticleView™, which puts the focus on the content, customized to your favorite reading style. All can be enjoyed with a 14-day free trial, via subscription and 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 350 digital picture books featuring an array of popular stories and characters, and nearly 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 now 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 and reflexive to get social about reading. With the new NOOK Friends App (Beta), 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

With NOOK Book Personal Shopping™, Barnes & Noble offers exclusive, personalized book recommendations from its expert booksellers, based on the genres, authors and subjects you like. Experience the flexibility and fun of completely customizing your reading experience. 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 6,000 NOOKbooks or a combination that might include 1,000 books, 25 full-color magazines, 10 newspapers, 50 kids' books, 500 songs and 150 photos. 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 NOOKbooks seamlessly across your NOOK Color, NOOK 3G and Wi-Fi® devices, third-party eBook Readers powered by the Barnes & Noble NOOK Bookstore, and your favorite mobile and computing devices enabled with free NOOK 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.bn.com/nookapps.

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 through Read In Store™, which features enhanced performance for NOOK Color, including instantaneous page turns. And download free exclusive content from bestselling authors and enjoy special promotions and discounts through the More In Store™ program.

Punctuate Your Style

Read in style with a full line of exclusive NOOK Color accessories from Barnes & Noble, 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 order NOOK Color for just \$249 at www.nookcolor.com or in a Barnes & Noble store, Best Buy, Walmart, Staples and Books-A-Million. Experience NOOK Color today at www.nookcolor.com or at the NOOK Boutiques and displays in one of Barnes & Noble's more than 700 bookstores. Barnes & Noble's 45,000 knowledgeable booksellers will provide walkthroughs of the entire family of NOOK eReading products and free software.

NOOK Color™ Reader's Tablet™ 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">• Vibrant 7-inch LCD display with IPS (in-plane switching) technology and optical lamination for sharp clear images, reduced glare and wide viewing angles.• LCD backlit screen displays more than 16 million colors, 1024 x 600 at 169 PPI• Capacitive touch panel
Operating System	Android™ 2.2/Froyo
Battery	<ul style="list-style-type: none">• Installed rechargeable battery• Read for up to 8 hours

Storage	<ul style="list-style-type: none"> • 8GB on-board memory holds up to 6,000 NOOKbooks or a combination that might include 1,000 books, 25 full-color magazines, 10 newspapers, 50 kids' books, 500 songs and 150 photos • Virtually unlimited storage using up to 32GB microSD memory cards
Media Player	<ul style="list-style-type: none"> • Load your MP3 and AAC songs to enjoy music; holds up to 130 hours of audio • Built in 3.5mm headphone jack and speaker • Watch videos in MP4 format
Connectors & Input/Output	<ul style="list-style-type: none"> • microUSB port • Universal 3.5 mm stereo headphone jack
Connectivity	<ul style="list-style-type: none"> • Wi-Fi (802.11 b/g/n) <ul style="list-style-type: none"> ○ Shop NOOK Bookstore and download and read new content in seconds ○ Surf the Web, stream music over Pandora® internet radio and more ○ Fast and free Wi-Fi in Barnes & Noble stores ○ Connect to personal and public Wi-Fi hotspots
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"> • Every file downloaded from the NOOK Bookstore is delivered to NOOKs in ePub format. • NOOK Color supports eBooks in ePub format (non or Adobe DRM) along with PDF • View JPG, BMP, PNG, and GIF files and use personal photos for wallpaper. • Supports MP3 and AAC audio files and MP4 video files • View Microsoft® Office Word, Excel and PowerPoint files (including .xls, .doc, .ppt, .pps, .txt, .docm, .xlsm, .ppsx, .ppsm, .docx, .xlsx, .pptx)
Book Reading and Sharing on Other Devices	<ul style="list-style-type: none"> • 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 3G and Wi-Fi® devices, third-party eBook Readers powered by the Barnes & Noble NOOK Bookstore, and your favorite mobile and computing devices enabled with free NOOK 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.bn.com/nookapps.

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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