

BARNES & NOBLE

BOOKSELLERS

Fact Sheet

Barnes & Noble NOOK™ Devices – NOOK 3G and NOOK Wi-Fi®

What if you could hold Barnes & Noble in your hand and carry it with you everywhere you go? Now you can. Introducing NOOK full-featured, dedicated reading devices by Barnes & Noble.

NOOK devices are designed to make buying, reading and sharing NOOK Books™ and digital content easy and fun. Our goal is simple: read what you love, anywhere you like™. Barnes & Noble offers book lovers great choice and value with the most full-featured dedicated E Ink® eReaders, available in two models: NOOK 3G, which includes free 3G wireless and Wi-Fi connectivity, for \$199, and NOOK Wi-Fi, which offers all the great features of NOOK 3G with Wi-Fi connectivity only, for \$149.

Designed for a Better Reading Experience

NOOK feels great in hand and features a contoured, easy-to-hold back. About the size and weight of a paperback book, NOOK devices are thin, small and portable. With a dual screen design, the NOOK's E Ink Vizplex™ display offers text as clear and crisp as a printed page, adjustable text size, and several font styles. Our minimalist design puts the focus on the content, not the technology, welcoming the reader to dive right in.

Color Touch Screen for Easy Navigation

NOOK devices feature the first-ever color touch screen for navigation on an eReader. The combination of color and touch on the beautiful lower screen make navigating your NOOK intuitive and simple, even for the tech novice. It offers an immersive experience, inviting you to virtually browse through brilliant cover art, flip through an expansive library of over two million titles, or search using a virtual keyboard. NOOK devices present the controls, navigation and keyboard you need, only when you need them.

Download Books Wirelessly

NOOK 3G offers both free 3G wireless – with no set-up required or additional wireless costs – and Wi-Fi connectivity, and NOOK Wi-Fi features Wi-Fi connectivity. Browse the expansive Barnes & Noble NOOK Bookstore™ and instantly download digital books, magazines and newspapers simply and seamlessly. Connect to Wi-Fi hotspots, including the fast and free Wi-Fi provided by the AT&T Wi-Fi network in Barnes & Noble stores and the thousands of AT&T Wi-Fi hotspots and download at broadband fast speeds.

Lend Books to Friends

Barnes & Noble was the first bookseller to offer digital lending of books with its breakthrough LendMe™ technology. NOOK customers can lend a wide selection of NOOK Books to friends free of charge, for up to 14 days at a time. Just choose the book you want to share and send it to your friend's NOOK, NOOK Color™ or NOOK software-enabled device, including iPad™, iPhone®, iPod touch®, Android™ products, BlackBerry®, PC, and Mac®.

A Continuous Reading Experience

The Reading Now™ button is your virtual bookmark. With a tap, NOOK will bring you back to the last book you've read, right where you left off. And it works across a range of devices. If you forget your NOOK at home, free NOOK software on your compatible computing or mobile device will let you pick up where you left off. And when you're reunited with your NOOK again, the Reading Now page will be updated and ready to go.

Over two million titles. Any time, anywhere.

Browse and buy from our extensive collection of over two million titles, including more than one million free classics, virtually anywhere you are. Get your favorite books, newspapers and magazines, plus exclusive reads from Barnes & Noble, delivered via a fast and free wireless connection. Customers can discover books in more than 50 categories, including Bestsellers, Free NOOK Books, New Releases, Recommended Reads, NOOK Books Under \$5, *The New York Times* Bestsellers, Top LendMe™ Books, At the Movies, Romance, Thrillers, Mystery & Crime, Teens & Kids and more. And with PubIt!™, Barnes & Noble also offers more than 90,000 titles from independent publishers and self-publishing authors.

Portability and Personalization

You can easily transfer PDF-format documents from your computer to access and read business documents, legal contracts and travel information on your NOOK. You can also transfer your photos to create custom screensavers. NOOK also lets you customize the way you organize your Barnes & Noble library and password-protect your device.

Save Time, Money and Space

Carry up to 1,500 NOOK Books using NOOK eReaders' 2GB of memory. And, for a virtually unlimited library, simply use microSD™ and microSDHC™ cards in NOOK's expandable memory slot. With just two touches, you'll be able to purchase, download and store books in seconds. With Barnes & Noble's Lifetime Library™, Barnes & Noble digital purchases will be accessible on BN.com, even if you lose a device.

Play Games on NOOK

Enjoy challenging games on NOOK including playing Chess against NOOK with one of three levels of difficulty, or getting puzzled with Sudoku, choosing from four levels of play. Control the game using the color touch screen as the game board appears on the E Ink display.

Listen to NOOK

Using a standard pair of stereo headphones, plug into a NOOK and listen to your favorite songs (MP3s), uploaded through your computer. Use headphones or the built-in speakers to enjoy listening to audiobooks, podcasts, lectures and more.

Protect Your NOOK in Style

NOOK comes with removable back covers, which you can personalize from a selection of four great additional colors. You can also choose from a range of accessories by renowned designers and brands such as kate spade new york, JACK SPADE, Jonathan Adler, Lilly Pulitzer and others.

Experience NOOK Readers at Your Local Barnes & Noble

With the Read In Store™ experience, customers can browse complete NOOK Books and periodicals for free on NOOK devices at any Barnes & Noble store, whether or not the title is in stock. Settle into the café and get exclusive More In Store™ content from leading authors, special promotions and much more using Barnes & Noble's complimentary Wi-Fi, provided by the AT&T Wi-Fi network.

Availability

NOOK devices are available in Barnes & Noble stores and online at www.nook.com, as well as at Best Buy, Walmart, Staples, and Books-A-Million. In-store demo units let customers try before they buy. Barnes & Noble's 45,000 booksellers are ready to answer questions and help customers explore new ways to enjoy reading.

microSDHC and microSD are trademarks of SD-3C, LLC; Wi-Fi is a registered trademark of the Wi-Fi Alliance

NOOK 3G and NOOK Wi-Fi eReader Tech Specs	
Size	7.7 inches (H) x 4.9 inches (W) x 0.5 inches (D)
Weight	NOOK 3G: 12.1 ounces (343 grams); NOOK Wi-Fi: 11.6 ounces (328 grams)
Display	<ul style="list-style-type: none"> • E-Ink Vizplex Electronic Paper Display: 6 inches with 16-level gray scale • First eReader to feature color capacitive touch screen TFT LCD for navigation: 3.5 inches (diagonal) • Adjustable text size for extra clear readability and font options
Operating System	Android 1.5 – NOOK is the first Android-based eReader
Power and Battery	<p>Run-time is approximately 10 days (with wireless turned off)</p> <ul style="list-style-type: none"> • Replaceable, rechargeable battery • Charges via USB 2.0 to computer system or power adapter • Charging time: approximately 3.5 hours from wall outlet • NOOK 3G's smart 3G turns on and off as needed to extend battery life
Storage	<ul style="list-style-type: none"> • 2GB on-board memory holds up to 1,500 NOOK Books • Virtually unlimited storage using expandable microSD slot
Audio	<p>When used as an MP3 player, NOOK 3G and NOOK Wi-Fi hold approximately 1,300 songs – which is about 26 hours of continuous music.</p> <ul style="list-style-type: none"> • Plays MP3 • Universal 3.5 mm stereo headphone jack • Built-in mono speaker
Connectors & Input/Output	<ul style="list-style-type: none"> • Micro-USB port • Expandable microSD slot • Universal 3.5 mm stereo headphone jack
Connectivity	<ul style="list-style-type: none"> • Wi-Fi (802.11 b/g) – NOOK 3G is first free 3G wireless and Wi-Fi-enabled eReader <ul style="list-style-type: none"> ○ B&N in-store fast and free Wi-Fi ○ Complimentary access at thousands of 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 • Free AT&T 3G Wireless (NOOK 3G only)
Browser	<ul style="list-style-type: none"> • The basic Web browser uses proven Webkit browser engine and Android user interface, available with Wi-Fi connection
Supported File Types	<ul style="list-style-type: none"> • Every file downloaded from the NOOK Bookstore is delivered to NOOKs in either ePub or PDB format. All NOOK models also support PDFs and MP3s and JPG, BMT, PNG, and GIF images for personalized screensaver and wallpaper.
Book Reading and Sharing on Other Devices	<p>In addition to NOOK devices, NOOK Books from Barnes & Noble can be enjoyed and shared on the following compatible devices using the company's free line of NOOK eReading software (available at www.bn.com/NOOKapps):</p> <p>iPad™, iPhone®, iPod touch®, Android™, BlackBerry and other devices, PC and Mac®</p>

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

Software update information can be found at www.nook.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.

Media Contacts:

Mary Ellen Keating
Corporate Communications
Barnes & Noble, Inc.
(212) 633-3323
mkeating@bn.com

Carolyn J. Brown
Corporate Communications
Barnes & Noble, Inc.
(212) 633-4062
cbrown@bn.com

Updated 4/25/2011