

NOOKdeveloper FAQ

GETTING STARTED

What is NOOKdeveloper?

NOOKdeveloper is a program that enables content providers and the developer community to deliver new and innovative reading experiences using Barnes & Noble's open eReading platform.

How do I sign up and join?

To sign up, go to bn.com/NOOKdeveloper and complete the registration information. You will receive a confirmation email with instructions for accessing NOOKdeveloper resources.

Is there a fee to join NOOKdeveloper?

At this time, there is no fee to join the program.

Can anyone join?

Yes, the program is open anyone who is interested in developing reader-centric, rich content and applications for Barnes & Noble products and services.

What are the benefits of joining NOOKdeveloper?

By joining NOOKdeveloper, you will have access to a wide array of technical resources, including the NOOKcolor SDK to create innovative new reading-related experiences for millions of readers. You will also gain tremendous access to unique distribution and merchandising opportunities—on our eReading devices, on BN.com and through our 1,300 retail storefronts.

How can I check the status of my registration?

After you have registered, you will receive a confirmation email with instructions for accessing NOOKdeveloper resources.

Can I join if I am a developer outside the US?

Yes, developers from any location are welcome to join the program.

DEVELOPMENT OF APPLICATIONS

What products and services can I develop for today?

Currently the program is open to anyone developing rich content and applications for the NOOKcolor e-reading platform. NOOKdeveloper also offers you access to a wide variety of BN.com content and data through Web APIs.

Will NOOKdeveloper apply to your existing NOOK device and your NOOK apps (free eReading client for Android, iPhone, iPad, PC and Mac) as well?

As we're introducing this new, full-color touch device, we are beginning with NOOKcolor as our first platform. Over time, we plan to expand that offering further.

What development platform is NOOKcolor built on?

NOOKcolor is built on Android 2.1. The NOOKcolor SDK will provide you with a guide for optimizing your applications and taking advantage of the unique characteristics of our e-reading platform. The SDK will be available for download within a few weeks. We will notify NOOKdeveloper members of availability. To ensure that you are notified, please sign up at bn.com/NOOKdeveloper.

What type of applications should I create?

Content providers and developers can build upon Barnes & Noble's open eReading ecosystem in a variety of ways, beyond the printed word:

- **Enrich book content** with reference material, audio, photos, videos, Web links, plug-ins, and more to help readers get more out of their books.
- **Extend book content** with applications from cooking to travel to science and nature, helping readers further explore their interests.
- **Expand beyond reading** with word games, puzzles, and more when readers want to take a break from a favorite book or magazine.

Can you give me examples of the types of applications you are looking for?

We want to encourage new and innovative applications that relate to reading and readers. Here are a few examples to serve as idea starters.

- Reference: dictionaries, thesaurus, atlas, encyclopedias
- Education: "How to" guides, language learning, children's learning and exploring, vocabulary builders
- Travel: travel aids and tools, phrase books, destination companions
- Cooking: recipe tools, techniques, ingredient information, conversions and substitutions, wine and book club pairings
- Productivity: reading library stats, note-taking tools, sharing tools, journaling, book club organizers
- Games: word, puzzle, brain-teasers, trivia and casual games

What kinds of resources will you provide to me to help me create or port my existing Android application to NOOKcolor?

A NOOKdeveloper portal will be accessible within the coming weeks and will provide you access to the tools and resources for developing rich content and applications for NOOKcolor. In addition the portal will be your center for communicating with our team and with other developers.

Will my Android application run on NOOKcolor?

Our products are reading-centric designed for the ultimate reading experience. Our e-reading platform is built on Android – however we have added unique customizations to deliver the ultimate reading experience. If you are adapting an existing Android application you will need to optimize for key features such as display size, customized UI and navigation. The NOOKcolor SDK will be available in the coming weeks and will allow you to quickly and easily optimize your application for our e-reading platform. To be notified on the SDK availability, [sign up for NOOKdeveloper](#).

ANDROID

What is Android?

Developed by the Open Handset Alliance, Android brings the open innovation of the Internet to a wide range of devices. Android delivers a complete set of software: an operating system, middleware and key mobile applications. [Learn more here](#).

Why should developers convert or choose to build applications for Android?

Android is a world-class platform that offers unprecedented opportunities for application developers and content providers. Android is open and allows you to leverage the flexibility of a web development environment. [Learn more here](#).

Do you have a device loaner program?

Barnes & Noble will be providing extensive resources for developers to create innovative applications for our platform. We will notify NOOKdeveloper members as soon as these resources are available. To ensure you are notified of these relevant updates, please [sign up for NOOKdeveloper](#).

NOOKcolor SDK

When will the NOOKcolor SDK be available?

The NOOKcolor SDK will be available for download within a few weeks. We will notify NOOKdeveloper members of availability. To ensure that you are notified, please [sign up for NOOKdeveloper](#).

What version of Android is supported?

Your application should be optimized for Google Android SDK V. 2.1.

Does the SDK require me to use the Android SDK?

Yes, you will need to use the Android SDK from Google. The Google Android SDK may be found [here](#).

APPLICATION SUBMISSION

When will I be able to submit my application?

Starting in early 2011, developers will be able to submit their applications for sale to millions of readers.

How will Barnes & Noble sell my application once I submit them?

Barnes & Noble will make applications available through our eBookstore channels taking advantage of our significant multi-channel merchandising and promotional opportunities.

How do I contact NOOKdeveloper?

You may contact us at nookdeveloper@bn.com