

NOOKcolor Usability Basics

To promote your understanding of NOOKcolor and to assist you in creating innovative, reading-centric applications and content, we offer this functional guide. This document covers the following topics:

- Exploring NOOKcolor
- NOOKcolor Key Functionality
- NOOKcolor and Android

NOOKcolor – The Reader’s Tablet

With NOOKcolor, Barnes & Noble has combined the functionality and convenience of a portable wireless tablet with the reader-centricity of a dedicated eReader to create an entirely new category, **the first Reader’s Tablet**.

NOOKcolor offers the ultimate reading experience—conceived explicitly for people who love to read everything—making books come alive and offering users all the content they love, anywhere they like. Millions of voracious readers will snack on content of all kinds throughout their busy days.

NOOKcolor is the first full-color touch Reader’s Tablet that delivers digital books, magazines, newspapers, children’s books, rich applications, and content in immersive, gorgeous color, and all in one beautiful, thin, and highly-portable device. On NOOKcolor, you can:

- Read books, magazines, and newspapers
- Browse and shop over two million titles
- Buy books, single issues of magazines and newspapers, and subscriptions to magazines and newspapers
- Store thousands of books, along with magazines, newspapers, music, photos, and more
- Sample books for free
- Lend, borrow, share, and recommend books to friends via Facebook®, Twitter®, or Google® using Barnes & Noble’s exclusive patent-pending LendMe™ technology
- Store and play songs
- Store and read files including PDFs and Microsoft Office documents

And since our eReading platform is built on Android, it is open to virtually limitless possibilities for you to you create innovative and engaging reading-centric applications to further enhance reading as the killer app.

Another Way to Look at It

NOOKcolor opens up a whole new world of digital reading experiences, enabling you to 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.

What types of applications will readers want? Millions of book lovers are ready for engaging content and innovative applications that relate to their reading experience. Here are a few examples to serve as idea starters:

- **Reference:** dictionaries, thesaurus, atlas, and encyclopedias.
- **Education:** "how to" guides, language learning, children's learning and exploring, and vocabulary builders.
- **Hobbies & Interests:** travel, cooking, food & wine, home & garden, science & nature, history, geography, and others.
 - Travel aids and tools, phrase books, destination companions, recipe tools, ingredient information, knowledgebases, and wine & book club pairings.
- **Productivity:** reading library stats, note-taking tools, sharing tools, journaling, and book club organizers.
- **Games:** word, puzzle, brainteasers, trivia, board, card, and casual games.

Other examples include applications that enable users to customize, personalize, and socialize their content.

NOOKcolor Key Functionality

This section will help you to understand key functionality of our eReading platform. Your applications will be integrated into this experience.

Home

The NOOK symbol, 'n' on the lower front of NOOKcolor is called the **Home button**. If you press the Home button when NOOKcolor is sleeping, NOOKcolor wakes up and turns on. If NOOKcolor is already on, pressing this button will always take you back to the Home Screen.

The More Menu

The More menu at the top right of the Home Screen offers easy access to the books, periodicals, and files that you have read or accessed most recently. The menu lists:

- Titles and authors of the three most recent books that you have read
- Titles and publications dates of the five most recent periodicals that you have read
- Titles and file types of the three most recent files that you have opened in the My Files folder

The Keep Reading on the top left of the Home Screen takes you directly to the book that you are reading currently.

The Daily Shelf

The Daily Shelf is a row of books, magazines, and newspapers that runs along the bottom of the Home Screen. The Daily Shelf holds items that you have recently opened or received (bought, downloaded, lent or borrowed). The Daily Shelf runs left-to-right in chronological order and holds up to 50 items.

You can easily access content directly from the Daily Shelf, and you can drag books onto one of three home pages, and arrange them as you wish, like a virtual coffee table. You can even resize the cover art by pinching and zooming to make it smaller or larger.

Customizing the Home Screen

There are three Home screen panels that enable you to organize your reading material. Swipe left or right to switch between them. You can make the following changes to your Home screen by pressing and holding down on the center of the screen:

- Change the wallpaper image that appears on the Home Screen by selecting from the gallery or from your own images, which can be added using the USB cord or loaded on a microSD card.
- Clean up the book covers in a neatly-organized grid.

You can also:

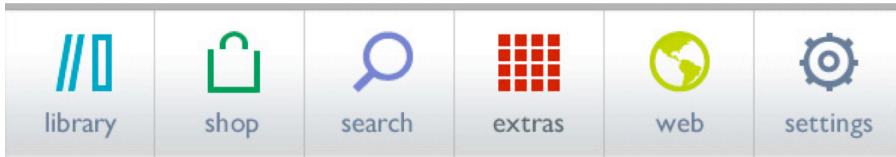
- Drag any book, magazine, newspaper, or kid's book from the Daily Shelf to any one of the three Home screens to organize them.
- Zoom and pinch the book covers to customize any items on the Home screen.

The Status Bar that runs along the very bottom of the NOOKcolor display presents:

- An open book icon on the left that returns you to the book you were most recently reading.
- The Quick Nav arrow, which you can tap to pull up the Quick Nav Bar.
- An icon for returning to the Pandora music player if you're playing Pandora in the background.
- A back-arrow icon, which appears at times, for returning to a previous feature.



The Quick Nav Bar: Tapping the white Nav Arrow at the bottom of the screen displays the Quick Nav Bar, if it is not already visible. The Quick Nav Bar displays icons that lead you to the major features of NOOKcolor.



The Quick Nav Bar shows six navigation buttons:

- **Library:** Holds all the books, magazines, and newspapers available for reading on NOOKcolor.
- **Shop:** Connects to the Barnes & Noble NOOKstore for convenient shopping right on NOOKcolor.
- **Search:** Searches across your books, magazines, newspapers, and files. Also searches the Barnes & Noble NOOKstore and the Web.
- **Extras:** Offers access to Contacts, LendMe, and applications.
- **Web:** Opens a Web browser on NOOKcolor.
- **Settings:** Offers you configuration settings for every aspect of NOOKcolor—from screen brightness to Wi-Fi network settings.

microSD Memory Card Slot

- NOOKcolor features 8GB of memory—enough to hold thousands of books, along with many magazines, newspapers, photos, and personal files such as PDFs. The microSD card slot fits into the covered slot in the back of NOOKcolor.

Library

Organizing Your Library on Shelves

In addition to several different views and sorting options of all your Books, Magazines, and Newspapers, your Library also includes a feature called My Shelves where users create named collections of books, periodicals, and files. A shelf is a named group of items. You can give a shelf any name you like. NOOKcolor includes one shelf by default: Favorites.

Shop

The NOOK store home is personalized with recommendations, New Releases, Top Sellers, and B&N expert recommendations. You can search for any book by tapping the Search bar, or browse the entire NOOK store by tapping Browse on the lower-left corner and choosing the genre or the curated lists you like. Tap on the title or cover of a book to read a synopsis, editorial & customer reviews, or see more books like the title you just tapped. Purchasing and downloading is superfast by tapping price, confirm, and download. Purchased content will show up in your Daily Shelf on the Home screen.

Web

The NOOKcolor browser can be viewed in both portrait and landscape mode. Double-tap anywhere on the webpage to zoom in, and double-tap again to zoom out. The NOOKcolor browser does not support websites with embedded Flash.

Extras

NOOKcolor includes music players, a photo gallery, and a contact management application for storing addresses, phone numbers, and games. This is the area where your applications and content will be installed once they are downloaded from the Barnes & Noble store.

NOOKcolor and Android

NOOKcolor is built on Android 2.1 and uses the Android SDK API 7. NOOKcolor uses Android as the core operating system customized as a Reader's Tablet. Please review the **Specifications for NOOKcolor** document for information about hardware capability and device performance.