

# 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](http://bn.com/NOOKdeveloper) and complete the registration information. Once you have signed up, you will immediately have access to 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.

### 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.

### 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 NOOK SDK 1.0 for Android will provide you with a guide for optimizing your applications and taking advantage of the unique characteristics of our eReading platform. [Access the NOOK SDK here.](#)

### What type of applications should I create?

NOOKcolor opens up a whole new world of digital reading experiences allowing 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.

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

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 and book club pairings.
- **Productivity:** reading library stats, note-taking tools, sharing tools, journaling and book club organizers.
- **Games:** word, puzzle, brain-teasers, trivia, board, card and casual games.

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

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

The [NOOKdeveloper portal](#) is home to everything you need 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 NOOK SDK 1.0 for Android](#) will allow you to quickly and easily optimize your application for our eReading platform.

### **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](#).

## **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](#).

## **Application Submission**

### **When will I be able to submit my application?**

Beginning in early 2011, developers will have the opportunity 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?**

For technical questions: [nookdevelopertech@bn.com](mailto:nookdevelopertech@bn.com)

For business questions: [nookdeveloperbiz@bn.com](mailto:nookdeveloperbiz@bn.com)

