

Open Mobile Summit 08

Amazon Kindle

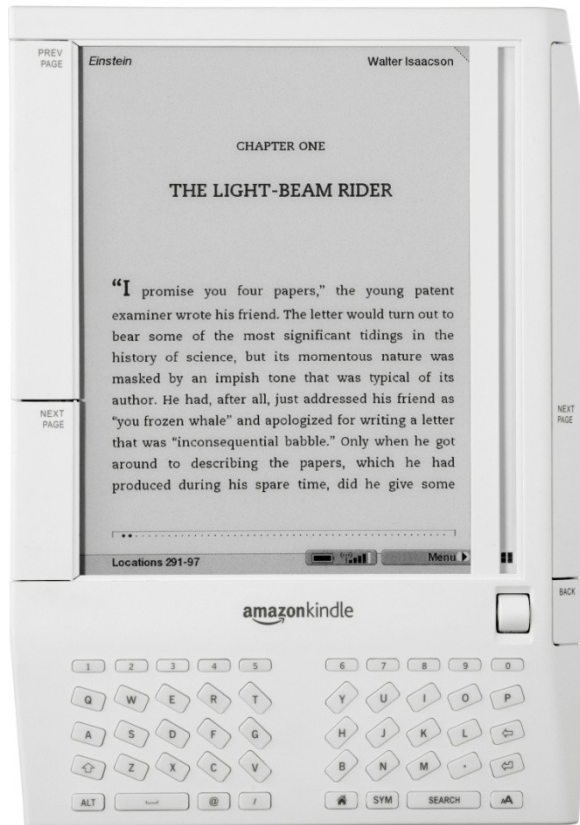
Ecosystem

Ian Freed
Vice President, Kindle
Amazon.com

Agenda

1. Introduction to Amazon Kindle
1. Kindle and Open Mobile
1. The Growing Kindle Ecosystem

Kindle Vision



Emulate the book's key features

portable

easy to Use

comfortable to Hold

readable in Sunlight

Go beyond the book's limitations

Instant On

Deliver itself to you in under 60 seconds

The Physical Book "Disappears!"

Change into a newspaper, magazine or blog

Hold a bookshelf of 200+ books

Look up difficult words instantly

amazon.com

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Search your entire library

What is Amazon Kindle?

Wireless (EVDO) portable reading device with instant access to 200,000+ books, newspapers, magazines, and blogs



- 10.3 ounces (lighter than a paperback)
- 6" e-Ink screen (very easy on the eyes)
- Long battery life (2½ to 7+ days)
- 256 megabytes of memory & SD card slot

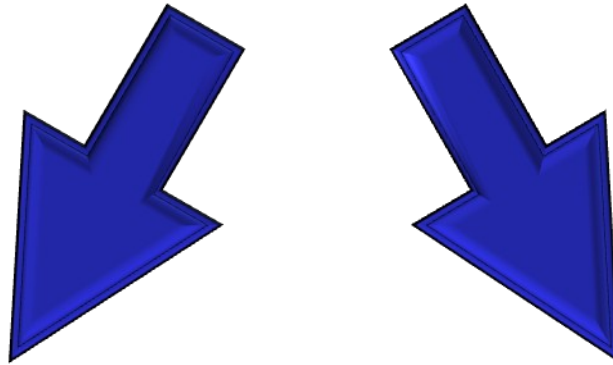
- No PC or configuration required
- No need to find WiFi hotspot
- No wireless bill

Theory: Benefits of Open Mobile

1. Unleashes Internet opportunity?
Offers purposed wireless reading device & service to Amazon's customers
1. Creates opportunities for new entrants?
Amazon is definitely a new entrant to wireless
1. Provides a new business models for wireless data?
New business model for wireless, but familiar business model for books
1. Drives Revenue?
Kindle sales >10% of Amazon book sales for books that are available
1. Does Open = Free?
Open ≠ Free if you offer valuable content and service

Start from the customer & work backwards

Customer



Device & Service

Business Model

Kindle customers are passionate about reading—not wireless technology

I picked out the first books I wanted to read last night on your website and my Kindle arrived today pre-loaded. I was reading within a couple of minutes of opening the box.”

--Patrick T.

I’m a voracious reader. I tend to read one or two novels a week. So when I heard about the Kindle, it was a no-brainer for me. For me, the idea of never being without access to a new book was huge. I’m in the habit of carrying the book I’m reading and the next book I intend to read with me on my trips. For business travelers like me, that’s a lot of space to take up.”

--Jay T.

Some are tech-savvy; some aren't

Not requiring the user to boot up a computer and plug in a USB is a masterstroke. Using EVDO instead of the non-ubiquitous and sometimes finicky WiFi is another masterstroke."

--Jeff S.

Dear Kindle Team:

I'm thoroughly charmed and eminently satisfied by my Kindle in its third day ... I was enchanted at how instantly Atkinson's *The Day of Battle* appeared on my screen.

I am 91 years old and find it uncomfortable to handle heavy books. While I can leaf through pages, my digital dexterity isn't what it used to be. Kindle is a salvation for the likes of me ...

This is the wave of the future, after all, and I'm happy to be on a first crest. "

So Kindle device is really simple

hips "hot"

pen the box

urn on Kindle

evice greets you by name

ou get a letter from our CEO

o configuration

o activation

o software to load

ireless just works in the background

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amazon.com

indle is pre-wired to your Amazon account

Business model is also simple

o commitments

o contracts

o data plans

o hidden fees

ooks – same model as physical books

la carte purchases

ost NYT Bestsellers and new releases \$9.99 or less

ewspapers – same model as newspaper subscriptions

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onthly subscriptions from \$5.99 to \$14.99 (always less than home delivery)

Kindle Ecosystem



Kindle Content

amazon.com

Hello, Kendra Fahrenbac

Kindle Store > Books > All

Browse the Kindle

Books _____

Newspapers _____

Magazines _____

Blogs _____

National Best Seller

Kindle Top Sellers

New & Noteworthy

Kindle Daily Post

Andrew Jackson, his ir
tumultuous times are a
about the man who ros
presidency. Beloved a

Recommended for



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Books, 1-11 of 24 Cat

All Books _____

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Nonfiction _____

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Business & Inve

Politics & Curre

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Science Fiction

Fantasy _____

More: Mystery & T

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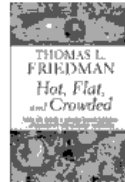
Science

History

Children's C

Reference

Travel



Hot, Fla
Green |
Renew

by Thom

110 Customer Revi

Sales Rank: #16 in K

Publisher: Farrar, Str

Published: Sep 01, 2

Print Length: 448 pa

Print List Price: \$2;

Kindle Price: \$9.

You Save: \$17

*Includes free wireless

Customers who bou

★★★★☆ The War Withi

★★★★☆ The Post-Am

★★★★☆ The Snowball

Kindle Store > Kindle Newspapers

Kindle Newspapers

27 Titles, Sorted by Bestselling

View Categories
within Kindle.

1. **The New York Times**

2. **THE WALL STREET JOURNAL**

3. **The Washington Post**

4. **FINANCIAL TIMES**

5. **Chicago Tribune**

6. **Los Angeles Times**

7. **INTERNATIONAL
Herald Tribune**

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Kindle Content Ecosystem



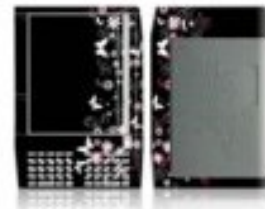
Any rights-holder can publish books via self-service platform



Kindle Ecosystem – 3rd Party Accessories



3rd Party Accessories



Kindle Ecosystem - Community



Community

Amazon Enabled

Countless Kindle Feedback emails

Customer Reviews (5500+)

Discussion Groups (1000+ separate discussion areas)

Community Created

See a Kindle in Your City (400+  representing all states + DC)

Kindle Chronicles podcast



indlereader.blogspot

Social Network – Book Summit

Yahoo Group: KindleKorner

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amazon.com

Plus dozens more blogs and groups on ongoing basis

Kindle Ecosystem - Innovation



Customer Innovation

“I received my Kindle yesterday afternoon. I have downloaded all the books already scheduled for 2 book clubs for which I have responsibility, and started a subscription for the International Herald. The Kindle is even cooler than I had expected.”

-- Krista M.

Customer Innovation

My two favorite ways to use my Kindle:

) While drying my hair in the morning. I used to dread the wasted 10 minutes each morning drying my hair. Now I look at it as 10 more minutes of "me" time that I can spend reading my book, catching the morning news, or reading a new blog; and

) While cooking dinner for my family. I now have the ability to multi-task and turn a mind-numbing task into more "me" time as I stir with one hand and read with another. The Kindle doesn't turn off or lose my place when I go to the fridge, take a phone call, or help my daughter draw a penguin."

- Holly Z.

Customer Innovation

Hi!

I just wanted to share how I'm using my new Kindle. I was in the car with my 4-year-old waiting for my 7-year-old to get out of school. She was bored. I pulled out my Kindle and searched for kids books and found Rudyard Kipling's Just So Stories for her. That evening, my son read the first story to her. Then she read the first few sentences of the second (luckily most of the words were manageable with phonics).

My little girl wants one of her very own – I told her we can put it on her wish list as soon as she gets old enough to read chapter books!

Thank you for a long-awaited and outstanding product!”

- Marie B.

Customer Innovation



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Thank You!

