

Amazon's Kindle

The expediency of digital media has been widely accepted in every realm, including books and magazines that have advanced from print to electronic format. The term 'electronic book' refers to the digital presentation of any book. It was in 2007 that Amazon launched its first eBook Reader, the **Amazon Kindle**, which has been subject to continual enhancement ever since its inception. More and more people are turning to eBooks owing to their advantages, such as durability, convenience and portability. They have gained the favor of environmentalists, as they are eco-friendly, unlike books made of paper, which demand the destruction of trees to produce paper. All the versions of the **Amazon Kindle** are hand-held devices with advanced, yet easy-to-use features. If you are an avid reader, the Kindle is the perfect device to give you the best e-reading experience. Though the features of expediency and compactness are common to all the Kindle models, a few characteristic features pertinent to each model are responsible for the varying appeal among customers.

Where can I buy the Amazon Kindle?

If you have been pondering about where to buy a Kindle, the answer is Amazon. Amazon is the maker of Kindle, its best selling product ever since its initial launch. The customer service is exceptional and you have a wider collection of eBooks to choose from. Your eBook orders are auto-delivered in hardly a minute. In other words, you can buy the eBook reader and eBooks simultaneously from the same place. The prices vary depending on the model, though special offers often pop up on Amazon's website, since Amazon wants the Kindle to be affordable to buyers of all socio-economic classes. In exchange for the special offers that come with low price tags, users will have to view advertisements and allow sponsored screensavers. The thirty-day return policy of Amazon allows users to return the product for repair or replacement and dissatisfied customers can even get a full money refund.

Amazon Kindle can also be found in offline stores, namely Target, Staple, and Best Buy. However, their warranties, policies and customer service options differ and each model is sold for a higher price when compared to purchasing the device directly from Amazon. If an issue arises after purchasing the device, these stores send the product to Amazon for replacement or rectification, and Amazon sends the replaced or repaired product back to them. Obviously, customers will prefer to deal directly with the Kindle manufacturer. Considering these facts, you are probably now crystal clear about where you should purchase your future Kindle device. Testimonials of satisfied customers on the Amazon website also stand testament to the performance quality of Amazon and its products.

Kindle Features

Apart from the anti-glare and e-ink technology, the built-in dictionary is a beneficial feature for all users. Information is easily searched by just clicking certain buttons, rather than browsing page by page. Internet access lets you peruse the Web and select books that can be downloaded directly to the device. As mentioned above, advanced models come with a wireless connectivity feature. Others can be connected via USB ports for downloading books. Each model conforms to one or more book formats, namely, txt, pdf, jpg, mp3, bmp and gif.

Amazon 3G Whispernet can be accessed without typical monthly charges and wireless subscription, with fees charged only when receiving content, such as periodicals, as well as for international roaming facilities.

Whispersync is a service that allows you to synchronize bookmarks across compatible mobile devices and **Amazon Kindle** devices.

Comparison of the various Kindle Models

The four main Kindle models are Kindle Wi-Fi, Kindle with 3G Wi-Fi, Kindle DX and the latest Kindle Fire. The e-ink technology is a common feature that is replaced with the IPS technology in the latest Fire model. The anti-glare screen, real paperback appearance and the high contrast text-and-background distinguish the Kindle from other eBook readers. The Wi-Fi and the 3G Wi-Fi models are of the same size, i.e., 6 inches and offer wireless Internet access on home wireless networks, as well as Wi-Fi ranges in public. They are referred to as the Kindle 3, which is advanced over the previous models, owing to its rich features and clear images, despite the reasonable price tag. The E-ink Pearl technology provides the best readability, with optimal contrast between the text and the background. It has a text-to-speech feature that allows you to listen to the content, rendering a useful feature for children who want stories to be read out aloud. The Kindle Touch comes with Wi-Fi or Wi-Fi/3G and it is characterized by infrared touch-screen functionality, apart from the features of the earlier models.

The Kindle DX is larger with a 9.7-inch screen and its weight is twice that of the other models, but retains its hallmark portable feature. It is a thin device with an accelerometer for seamless rotation of pages across landscape and portrait orientation, accomplished by just turning it on its side. It is excellent for displaying newspaper content and also supports PDF files. Kindle DX graphite comes in a graphite-colored case that allows better contrast perception.

The latest Kindle Fire

The Kindle Fire, launched in September 2011, is a tablet version with a seven-inch multi-touch color display. It is Amazon's first Kindle that has an IPS display instead of the more commonly used E-Ink display. Based on the Android operating system, the ultra-slim device provides access to streaming movies, TV shows and Amazon's Appstore. With a storage capacity of 8GB and expected battery life of about 8 hours, this product is available for just about \$199. It does not have an SD slot, a 3G option, a microphone or a camera. It has a built-in application for webmail and includes a cloud-browser called Amazon Silk. With support for multiple media formats, Kindle Fire allows you to read eBooks, view pictures, listen to songs and watch videos. It bridges the gap between an e-Reader and a computer with its impressive features. Apart from millions of books and comics, Amazon allows you to access interactive magazine editions on this device.

If you have an overwhelming passion for books, **Amazon Kindle** could become your best friend and could also improve your reading routine. In early 2011, Amazon stated that its digital books outsold the print equivalent for the first time ever. This fact undeniably reveals that the popularity of electronic books is on the rise.