

INTRO TO EREADERS

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5 REASONS YOU MIGHT NEED AN EREADER

- You'll read more
- Lots of freebies
- You'll expand your horizons
- They're ultra portable
- Never get bored

- *What's your reason?*



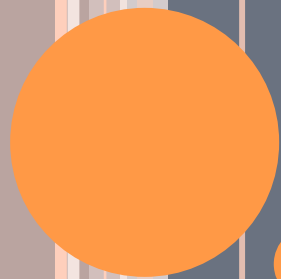
eBooks

- Google eBooks
- Watermark eBooks
- Managing your eBooks
- Resources for more info

eReaders

- Nook tour
- iPad2 tour
- Tech stuff





EBOOKS

GOOGLE EBOOKS

- Video: How Google eBooks works

<http://bit.ly/GoogleEBooks>

- Stores your library in the cloud
- Read with any device with an Internet connection
- Automatically synchs all your books across all devices

2 minutes 13 seconds



GETTING STARTED WITH GOOGLE EBOOKS & WATERMARK BOOKS

1. Set up an account at Watermark Books
2. Create a Google account
3. Install software on your eReader
 - Nook
 - Sony
 - Android phone
 - iPhone, iPad, iPod Touch

see handout How do I start purchasing Google eBooks
from Watermark?



SET UP AN ACCOUNT AT WATERMARK BOOKS

1. Go to <https://www.watermarkbooks.com/user/login>
2. Click on **Create new account**
3. Follow the steps on the screen

Be sure to write down or remember the email and password you used to set up the account

see handout How do I start purchasing Google eBooks from Watermark?



CREATE A GOOGLE ACCOUNT

1. Go to [https://www.google.com/accounts/
NewAccount](https://www.google.com/accounts/NewAccount)
2. Follow the steps on the screen—you can use the same email and password you used for your Watermark account.

Be sure to write down or remember the email and password you used to set up the account

see handout How do I start purchasing Google eBooks from Watermark?



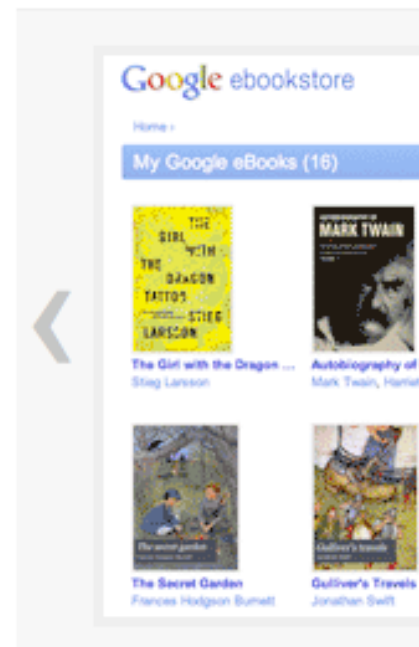
WHAT'S GREAT ABOUT GOOGLE EBOOKS



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- ✓ Search within book
- ✓ Adjust text size, typeface, line space, justification
- ✓ Free samples of books
- ✓ Information about book
- ✓ Worry-free archive



MANAGING YOUR GOOGLE EBOOKS

- Main Page:
<http://books.google.com>
- Helpful articles
<http://bit.ly/ManagingBooks>



MEGA HELP PAGE FOR GOOGLE EBOOKS

- <http://bit.ly/MegaHelp>



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GOOGLE BOOKS, MANY DEVICES

<http://bit.ly/ManyDevices>



Overview	Devices	eBooks	Booksellers	Help
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Reader apps for supported devices

You can read Google eBooks on the Web, Android phones, iPhone, iPad, iPod touch, and supported eReaders. Learn more about our supported devices.

The diagram illustrates the supported devices for Google eBooks. It features four distinct device categories, each with a representative image and a corresponding colored label below it:

- For Android:** Represented by a green smartphone and a green tablet, both displaying text from a book.
- For iPhone, iPad, iPod touch:** Represented by a blue smartphone and a blue tablet, both displaying text from a book.
- For the web:** Represented by a yellow desktop computer monitor displaying text from a book.
- For Nook, Sony:** Represented by a red e-reader device displaying text from a book.

Each device image contains a snippet of text from a book, such as "Idea that are almost not usually accepted. The probability for..." and "To not that not in a large being to expect an to large..."

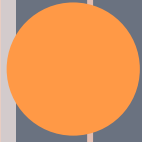
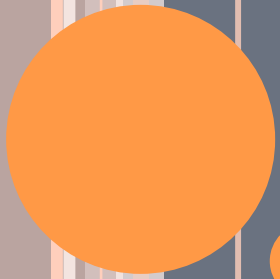


101 TIPS

<http://bit.ly/eReaderTips>

- Getting One
- Downloading
- General Reading Tips
- Free eBooks
- Accessories
- Security and Protection





EREADERS

5 QUESTIONS TO ASK WHEN BUYING AN EREADER

- What file formats will it support?
Some lock you into using only eBooks from their eBookstore
- What types of books do you want to read?
You may want color, graphics
- Will DRM be an issue?
Some providers lock you into a monthly subscription
- What extra features do you need?
Highlight text, Wi-Fi, audio, etc
- How will you use your e-reader?
Bright sunlight? SD cards? Battery life?



NOOK COLOR

- Take a tour

http://bit.ly/Nook_Color

- Text
- Video
- Touch Screen
- Web Browser
- Share via LendMe
- Read Aloud

3 minutes 10 seconds



iPAD 2

- Take a tour

<http://www.apple.com/ipad/#video>

- 10-hour battery life
- Lighter than iPad 1
- Better & faster graphics performance
- 2 cameras, including video

6 minutes



A FAIR COMPARISON

<http://bit.ly/hYKFHL>

- Digital ink vs LCD screen
- Battery life
- Size and weight
- Navigation
- eBook pricing/availability equivalent
- Pricing

Nook is an eReader.

iPad is more than an eReader

6 minutes



CONSUMER REPORTS ON EBOOK READERS

- 6- or 7-inch screen
- Using e-ink
- Wireless access

- *What about iPad? Even CR likes this about Apples iBooks app:*
- **Cooler navigation.**
 - library is represented by images of the actual book covers
 - virtual curl to the page turns
 - control the speed of the turn, from fast to slow
- **A bright color screen.**
 - iPad's backlit LCD screen allows you to read the device in the dark.
- **Easy access to multiple bookstores.**
 - Apple has allowed e-book apps from Kindle, Barnes and Noble, and others onto the iPad



MAJOR HARDWARE

FILES THEY SUPPORT

- Apple iPad
 - EPUB, PDF, HTML, DOC (plus iPad Apps, which could include Kindle and Barnes & Noble readers)
- Barnes & Noble Nook
 - EPUB, PDB, PDF
- Sony Reader
 - EPUB, PDF, TXT, RTF; DOC through conversion
- Amazon Kindle
 - Kindle (AZW, TPZ), TXT, MOBI, PRC and PDF natively; HTML and DOC through conversion

Notice a pattern?



EPUB, THE MP3 OF BOOK PUBLISHING

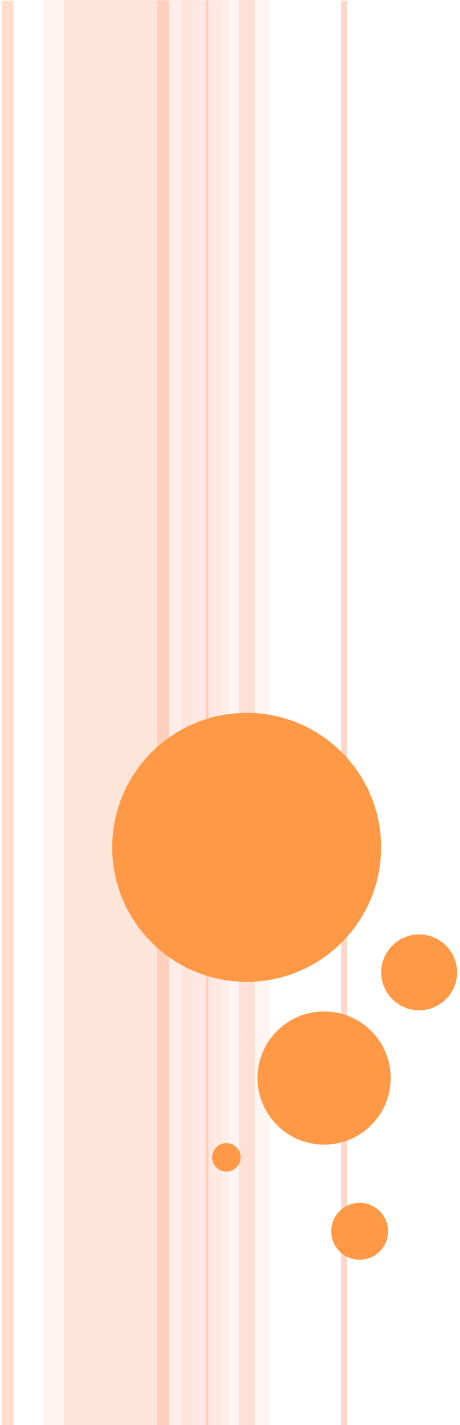
- Publishing industry adopted EPUB as industry standard file format for ebooks
- Free and open standard, based on open specifications.



DRM & WHAT IT MEANS TO YOU

- Digital Rights Management
- EPUB files can be totally unencrypted and unmanaged, or wrapped up in any kind of DRM a distributor wants
- For consumer, this means that books purchased for one platform may not be transferable to another
- Reader apps can help





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Dr. Lovelace also leads the Digital Media program at Butler Community College, offering courses in Photoshop, Illustrator, 3D software, and Digital Entrepreneurship.