



Amazon Introduces New Kindle Paperwhite: The Most Popular Kindle, Now Even Better- Only £109.99

June 17, 2015

New 300 ppi display-unsurpassed resolution with twice the pixels for print-quality text and images

All-new typography and layout features help you read faster with less eyestrain—new Bookerly font is crafted from the ground up for digital reading

Luxembourg—17th June, 2015—Amazon today introduced the all-new Kindle Paperwhite, updating its most popular and best-selling Kindle with the highest resolution Paperwhite display, the exclusive Kindle font Bookerly, and a new typesetting engine for more beautiful pages. Meet the new Kindle Paperwhite at www.amazon.co.uk/paperwhite.

"We love inventing for readers," said Jeff Bezos, Amazon.com Founder and CEO. "The new Kindle Paperwhite obsesses over the details that matter most to readers—we've added our highest-resolution display so the words are crisp and clear on the page, a new font that is crafted exclusively for reading Kindle books, and a new typesetting engine that makes pages beautiful. Together, these details help you read faster and with less eyestrain, so you can lose yourself in the author's world."

New, Highest Resolution Paperwhite Display-300 Pixels per Inch for Print-Quality Text

The new Kindle Paperwhite adds our highest resolution Paperwhite display, delivering the same 300 pixels per inch that readers love about the top-of-the-line Kindle Voyage. With unsurpassed resolution and 2x the pixels as the previous generation Kindle Paperwhite, the display delivers print-quality text, making it easy to read comfortably at any font size, including at smaller fonts so you can fit more words on each page. Even with the new higher resolution display, Kindle Paperwhite delivers battery life that is measured in weeks rather than hours.

New Bookerly Font and Typography Features-Read Faster With Less Eyestrain

Kindle Paperwhite now offers Bookerly, an exclusive reading font designed from the ground up for reading on digital screens. Warm and contemporary, Bookerly is inspired by the artistry of the best fonts in modern print books but is hand-crafted for great readability at any size. It introduces a lighter, more graceful look and outperforms other digital reading fonts to help customers read faster with less eyestrain. See Bookerly:

www.amazon.co.uk/bookerly

The new Kindle Paperwhite also offers an all-new typesetting engine that lays out words just as the author intended:

- **Hyphenation and improved spacing**—Kindle Paperwhite adds hyphenation to break words at the right place, creates paragraphs with consistent lines, and adjusts the space between words. This results in more natural word spacing and more words on each page, which allows for faster reading with less eyestrain.
- **Improved character placement**—New kerning and ligatures automatically adjust character spacing to make it easier and faster to recognise words at any font size. Similar to a typesetter formatting a print book, Kindle Paperwhite will look at neighbouring pairs of letters in context and adjust the character spacing to suit the word, removing distracting whitespace between letters and making the shape of the word more beautiful to help with word recognition speed. For example, in the word "quietly", the tail of the "y" loops under the "i" to make the letters of the word fit better together. In the word "first", the "f" and "i" are drawn together to make a ligature.
- **Beautiful page layout**—Print books often use drop caps to add emphasis and beauty to the first page of a chapter. In eBooks, this is challenging to replicate given the ability to adjust font size and line spacing. The new typesetting engine presents drop caps, text, and images on Kindle just as the author intended, and dynamically adjusts the layout as the reader changes the text size.
- **Large fonts, without compromises**—One of the benefits of reading on Kindle is that you can customise the font size based on personal preference—over half of Kindle customers take advantage of this feature and use a font size larger than the default. As you increase the size of a font, fewer words appear on each page, often creating distractions like large white space or broken sentences. Now, Kindle Paperwhite automatically adapts when a reader chooses the largest font sizes, customising the margins, columns, indents, nested lists, borders, and drop caps to keep the page easy to read.

See examples of the new typesetting engine: www.amazon.co.uk/typesetting. The new typography and layout improvements are available on over half a million books, including many best sellers, with thousands more being added every week. The features will be delivered as part of a free, over-the-air software update in the coming weeks.

Lose Yourself in a Book

Unlike tablets and phones, dedicated e-readers don't distract you with social media, emails, and text messages. They don't beep at you or tire your eyes when you read for hours at a time. By design, e-readers are purpose-built for reading and create a sanctuary so you can lose yourself in a book.

All the Features Readers Love about Kindle

The new Kindle Paperwhite includes all of the features that have made the Kindle family the best-selling e-readers in the world for seven years running:

- **Weeks of battery life**-Battery life is measured in weeks, not hours.
- **No set up required**-Kindle arrives pre-registered so you can start reading immediately.
- **Whispersync**-Saves and synchronises your last page read, bookmarks, and annotations across all of your devices and Kindle apps, so you can always pick up where you left off.
- **Worry-free archive**-Automatically backs up your Kindle books in the cloud, so you never need to worry about losing your books—re-download your books wirelessly anytime for free.
- **X-Ray**-Explore the “Bones of the Book”—see all of the passages across a book that mention relevant ideas, fictional characters, historical figures, places or topics of interest.
- **Word Wise**-Available on many popular English language titles, Word Wise makes it easier to enjoy and quickly understand more challenging books. Short and simple definitions automatically appear above difficult words, so you can keep reading with fewer interruptions.
- **Family Library**-With Kindle and Kindle reading apps, you can access not only your own books, but also books from the Amazon account of a spouse or partner.
- **Kindle for Kids**-Gives parents a simple, engaging way to encourage kids to spend more time reading. Hand-select books for your kids to read, and achievement badges are earned when they hit reading milestones.
- **Time to Read**-Tells you how much time it will take to finish a chapter or a book based on your personalised reading speed.
- **Kindle Page Flip**-Skim page-by-page, scan by chapter, or jump to anywhere in your book, all without losing your place.
- **Vocabulary Builder**-Compiles words you look up in the dictionary into an easy-to-access list. Use these lists to quiz yourself with flashcards and instantly see words in context.
- **Share your favorite passages**-Share book recommendations, highlighted sections, and meaningful quotes with friends via Facebook and Twitter
- **Smart Lookup**-Integrates a full dictionary definition with other reference information via X-Ray and Wikipedia.
- **Built-in Wi-Fi and optional 3G**-Think of a book and be reading it in under 60 seconds.

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- **Kindle First**-Access new Kindle books a month in advance of their official release date. Customers can choose one of the featured books each month for £ 0.99, and Prime members can make their selection for £ 0.00—yet another benefit of Prime membership.

The new Kindle Paperwhite is £ 109.99, or £ 169.99 with built-in free 3G. Kindle Paperwhite is available for pre-order around the world and will start shipping on 30th June. Order now at www.amazon.co.uk/paperwhite. The new Kindle Paperwhite will also be available at Argos, Dixons, Tesco, John Lewis, Boots and Sainsbury's.

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

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