



Amazon Announces Page Flip— A New Way to Hop, Skim, and Jump through Kindle Books

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Easily find and reference pictures, tables, bookmarks, and highlights

Turn one page at a time, or zoom out to a bird's eye view of your book

Flip back and forth between pages with ease knowing that Page Flip will save your place

LUXEMBOURG —June 28, 2016— Today, Amazon announced Page Flip, a reimagined Kindle navigation experience that makes it easy to explore books while always saving your place. With Page Flip, readers can easily flip back and forth between pages to reference different parts of the book while they read. Page Flip will be delivered as part of a free, over-the-air update starting today to Kindle E-readers, Fire tablets, and the free Kindle app for iOS and Android.

"Page Flip makes it easier than ever to refer back to pictures in a political memoir, flip back and forth between a map and your current page in an epic fantasy series, or find passages you've highlighted in an investing guide," said Chuck Moore, Vice President, Kindle. "With Page Flip, we've taken inspiration from how people read print books and improved upon it."

Explore your book

Zoom out to get a bird's eye view of the book and quickly find what you're looking for. At a glance, easily recognise specific pages as you jump around. Pictures, charts, your highlights, and the layout of each page are easy to see with Page Flip's pixel-accurate thumbnails that automatically adjust as you change your font and margin settings.

Save your place

Page Flip automatically saves the page you're reading in a book, pinning it to the side of your screen for easy navigation. Flip back and forth in a book with confidence, knowing you can instantly jump back to reading with a simple tap of your pinned page.

"As an author, I love knowing that my work is presented with fluid clarity, freeing my readers from the page shuffling that can cloud and spoil the narrative," said Laura Hillenbrand, best-selling author of *Unbroken*. "With Page Flip, books become vastly more accessible, navigable, interactive, and enthralling. As a ravenous reader and scholar, I savour the ease with which Page Flip allows me to keep thumbnails of maps and diagrams, my notes and highlighted passages, and bookmarked pages before me as I read, so that all I wish to see is accessible with the tap of a finger and my focus never has to leave the storytelling."

Continuing to invent on behalf of readers

Since introducing Kindle eight years ago, Amazon continues to invent on behalf of readers. Other recent Kindle innovations include:

- Audible Narration— Switch seamlessly between the Kindle and Audible versions of your books with Whispersync for Voice and keep the story going on your commute, at the gym or when you're doing chores around the house. Available on Fire tablets, Alexa, and the free Kindle app for iOS and Android.
- Enhanced Typesetting— Along with Bookerly, a Kindle exclusive font designed for reading on digital screens, Kindle's all-new typesetting engine delivers better text justification, kerning, drop caps, image positioning, and more to help customers read faster with less eyestrain.
- Sharing— Recommend a book to a friend or chat about a funny quote with the apps you use every day including Facebook Messenger and WhatsApp, as well as email, texting, and more. Even if they've never used Kindle before, your friends can instantly start reading a free preview of the book, right from their phone, tablet, or PC.
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