



The Nook Tablet and Kindle Fire are both great values, but neither tablet is perfect.

Nook costs \$250 Fire is \$200, w/ 1 month Amazon Prime.
Nook Tablet and Kindle Fire. Barnes & Noble - Amazon.

Both are Android devices. Both have 1024 X 600 resolution

Fire has fixed storage, no SD card slot, and no physical volume controls.

Nook can take a Micro SD card. Fire has cloud storage

Kindle is usable w/ Amazon Prime, Nook has no such program.

Neither are E ink readers, and both have poor outdoor contrast.

Kindle is more of a content provider, with less storage onboard.

You can charge Kindle w/ any USB cable to any charger or a PC/Apple computer.

Battery life 1.5 hrs longer on Nook (8 vs 9.5)

Easy to load pics/docs/PDFs on Kindle via USB. Movies/YouTube are great

Instant On- within 1 second. Can be turned completely off.

Kindle can be set to allow 3rd party apps



Buy the Kindle Fire if you value...

Amazon Prime: "Free" videos and books (Kindle Owners' Lending Library) and free two-day shipping on Amazon orders are included for the first month at no cost, but it costs \$79 per year to maintain. If you're already hooked on Amazon's Prime service then the Kindle Fire is an easy recommendation to make.

Customized interface: The Kindle Fire's radically simple user interface behaves nothing like a smartphone or a computer, and for many, that's a good thing.

Cloud access to everything: For the Kindle Fire, the "cloud" is more than just a promise to let users re-download their purchased content. Customers are given a free 5GB Cloud Drive account to which they can upload any music, photos, videos, or documents they want access to. Additional cloud storage can be purchased at reasonable rates.

Offline video downloads: Some, though not all, of Amazon's digital video library can be downloaded for offline playback

Buy the Nook Tablet if you value...

The screen: The Nook Tablet's screen uses the same 1,024x600-pixel resolution found on the Kindle Fire, but it looks better to our eyes. Just like on the Nook Color, Barnes & Noble made an effort to eliminate the gap between the LCD panel and the glass above it, giving images and text a crisper look.

Apps also appear to fit the screen's resolution better than on the Kindle Fire, perhaps due to the differences in how the devices eat into the screen real estate with their own menus and navigation elements. The Netflix app, in particular, looks much better on the Nook Tablet than on the Kindle Fire, though this may change as updates roll out.

Room to expand: Yes, it's annoying that the Nook Tablet only reserves 1GB of space for dragged-and-dropped user content (basically audio and video files). But the built-in 16GB still leaves twice as much space for apps as on the Kindle Fire, and once you invest \$15 to \$25 in a microSD card, you can have up to 32GB of your own content.

Kids' books: Barnes & Noble has championed color e-books for kids since the introduction of the Nook Color in 2009. The Nook Tablet's integrated microphone allows parents to record as they read to their children.

Magazines: The selection of subscription and single-issue magazines on the Nook Tablet looks better than what's available through Amazon. Most of the available magazines preserve the design of the print edition's layout, creating a reading experience closer to the real thing.

A more traditional tablet interface: As with most Android tablets, the Nook Tablet's home screen acts like a virtual desktop that you can customize with your favorite items and spread across multiple pages. The Kindle Fire doesn't allow as much home screen customization, though some may prefer the simplicity of its one-page home screen.

In-store service and benefits: Walk into any Barnes & Noble store with your Nook Tablet and you can take advantage of pricing specials, book previews, free Wi-Fi, and in-person support.

Reasons to avoid the Nook Tablet

Price: The \$50 premium you're paying for the Nook Tablet isn't chump change. Plus you may need to invest in a microSD card if you want to load it up with your own music, videos, and photos.

No video download service: It's easy to get music onto the Nook Tablet--just drag and drop tracks you buy from iTunes (or even Amazon.com). Video is another story. While there are great streaming apps like Netflix and Hulu Plus, there's currently no legal way to rent or purchase video files on the device for those frequent times when you don't have reliable Wi-Fi Internet access, such as on a long flight. This may change in the future--possibly with the addition of Vudu or a similar app--but for now, the Kindle Fire has the edge here.

No Amazon Prime-style membership advantage: Buying or renewing a B&N Membership (\$25 per year) entitles you to that same amount deducted from the purchase of a Nook Tablet or Nook Color. Members are also entitled to in-store and online discounts and free shipping for *print* books, but no other tangible benefits for using the Nook itself.

Required charging adapter: It's annoying that you have no option but to use the included power adapter to charge the Nook Tablet. If you lose it, you'll need to buy a new one from Barnes & Noble. In fairness, it's best to charge the Kindle Fire with its included power adapter, but it's at least possible to charge it using a generic Micro-USB cable.

My experiences with the Kindle Fire

- Flawless downloads/uploads via Cloud service.
- Hardware has been 100% as expected, w/ very sensitive touch screen and accelerometer.
- Have loaded PDFs and Word Docs, as well as music and movies, perfectly.
- Very good built in web browser- fast; tabbed interface; bookmarks; history;
- Password for ON plus Password for Wi-Fi access if desired

- Connected immediately to my Amazon account, and uses 1-touch buying. Can be stopped during a download if you made a mistake.
- Almost all of my apps are free
- Apps are available on a 'ribbon', a 'bookshelf' or as a complete list
- Uses a familiar email client (same as on my Android phone) Accesses gmail/AOL/etc.
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Complete Application List is scrollable

