



Electronics for Ladies

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Agenda

- E-Readers
- MP3 Players
- Smartphones
- Tablet Computers



E-Readers



What is an E-Reader?

- Electronic book which stores many digital books
- Can carry a single “book” instead of dozens on a trip



Top E-Readers

- Kindle
- Nook
- Sony



Differences between Readers

- Liquid ink vs LCD – easy to read in sunlight or not
- Black on white vs color
- Battery life
- Touch screen vs keys
- Proprietary formats



WIIFM – What's In It For Me

- Size of font
- # books to carry
- Automatic Bookmark
- Books from vendors or library
- Dictionary
- Not tiring on eyes
- Read in bright sunlight



How Does It Work - Kindle

- Download books from Amazon or libraries (overdrive.com)
- Up to 6 Kindle's on one credit card – share books, read at same time
- Free sample of 1-2 chapters – try before you buy
- Book cost from \$0 to \$16



How Does It Work (cont.)

- Synchronize across media – Kindle, Android phone, PC
- Charge via computer or electrical plug



Kindle – 4th Generation

- Liquid Ink – black on white
- Touch screen
- Free Wifi and/or 3G via AT&T
- Price \$79, \$99, \$139, \$189
- One credit card – up to 6 Kindles can share books, read at same time
- Long battery life



Nook – 2nd Generation

- Liquid Ink
- Touch screen
- Free Wifi and AT&T hotspots
- \$139 and up
- Books from Barnes & Noble or library (overdrive.com)
- Can loan book to friend, but can't read at same time



Nook - Color

- LCD touch screen – difficult to read in sunlight
- \$249
- Barnes & Noble Books, periodicals and children's books
- Nook Kids - >130 picture books
- 3 Games (including Sudoku), contacts, photo gallery, music player, and Internet radio



Sony PRS editions

- Liquid ink
- Touch screen
- ePub software to download books to PC and transfer to reader
- No Wifi or 3G
- \$180



Other e-readers

- Kobo
- iRiver Story HD
- Aluratek Libre Air
- Bookeen Cybook Orizon
- Bookeen Cybook Opus



Recommendation

- Look at the product before you buy
- It is all about if you like the paper and physically holding the book vs the electronic mode



MP3 Players



MP3 – What is it?

- Defacto standard of digital audio compression for transfer and playing of music on digital audio players
- MPEG – *Moving Picture Experts Group* – designed the MP3 algorithm which reduces the amount of data required to represent the audio recording



MP3 Players

- Digital audio player
- Use when walking, sitting at pool, relaxing
- Play your favorite music
- Listen to free audio books from library
- Listen to books or music when having difficulty going to sleep



MP3 Players

- Play MP3 files
- Play WMA files – Windows Media Audio developed by Microsoft
- Some players play only one type file



MP3 Players

- iPod, iShuffle – top; many output devices use iPod standard
- Creative Zen
- Smartphones
- Others



Books for MP3

- Modern Scholar Series - Key Naval Battles in History, History of the Supreme Court, American Revolution, English Language, etc
- Biographies & Autobiographies
- Humor
- Mystery



Where to Obtain Books

- Audible.com – purchase books
- Overdrive.com – connects to local libraries; need library card
- Public domain books:
 - BooksShouldBeFree.com
 - Gutenberg.org
 - LibriVox.com



Where to Purchase Music

- Can add from your own CDs
- iTunes
- Amazon music



Output MP3 music to

- Stereo systems
- Car radios
- Speaker systems
- Cloud storage - available among systems



Smartphones



What is a Smartphone?

- Does more than calling or texting
- Small handheld computer
- Must buy a data plan to access the internet (approx \$30/mo)



What is a Smartphone?

- It's a phone – calling, texting, & photos
- Accesses Internet to run applications
- Coordinates email & calendars between PC/internet
- Offline applications such as notepads, shopping lists, Kindle reader, etc



Smartphones

- Android or iPhone – different application stores, different standard
- iPhone works in Europe on telephone networks; Android doesn't work in Europe
- Android connects to Internet on WiFi when in Europe

Smartphones – Specs

- 4G network vs 3G – higher speed
- Camera megapixel count
- Processor speed – 1GHz OK
- Display size/resolution
- Keyboard vs virtual keyboard





Smartphones – WIIFM - Apps

- Weather forecast & maps
- Hurricane tracker
- Maps – traffic, directions, search for nearest store/bank/etc
- Gas Buddy – gas prices nearby
- Documents – Word processing and spreadsheets
- Banking



Smartphones - Apps

- Notes/Grocery shopping lists
- Point Inside shows store location in Mall or Airport
- Key Ring – keeps shopping cards
- Historical marker database
- Airline Flight Tracking
- Dining

Survey of SETFC Smartphone Owners





Tablet Computers



Tablet Computers

- Smaller, lighter, easy to carry
- Connects to Internet
- Primary use – Media Consumption
- Few if any auxiliary ports



Tablet Computer – Specs That Matter

- Screen Resolution – higher means sharper display
- Processor speed > 1GHz



Tablet Computer - WIIFM

- Play games
- Watch movies
- Download TV shows
- Read books
- E-Mail



Compare iPad vs Amazon & Nook iPad2 Amazon/Nook

- Machine oriented
 - Local storage
 - Download content
 - 9.7" screen
 - \$499
 - Camera
 - Weight – 21 oz
- Content oriented
 - Cloud storage
 - Media service
 - 7" screen
 - Price \$199-\$249
 - No camera
 - Weight – 14 oz



iPad2

- \$499-829
- App store – iTunes
- Apps available – 90,000+ (26,000+ games)
- 9.7” screen
- Overall size 9.5 x 7.31 x .34
- Weight 21.28 oz
- 16-64 GB storage
- 1024x768 resolution
- Expandable storage – NO
- Optional 3G; WiFi
- Camera
- Battery life – 7.5 hrs



Kindle Fire

- \$199
- App store – Amazon
- Apps available – 15,000+
- 7” screen
- Overall size 7.5 x 4.7x .45
- Weight 14.6 oz
- 8 GB storage
- 1024x600 resolution
- Expandable storage – NO
- No 3G; WiFi only
- No camera
- Battery life – 8 hrs



Nook Tablet

- \$249
- App store – Barnes & Nobel
- Apps available – 700+
- 7" screen
- Overall size 8.1 x 5.0 x .48
- Weight 14.1 oz
- 16 GB storage
- 1024x600 resolution
- Expandable storage – up to 32GB
- No 3G; WiFi only
- No camera
- Battery life – 9 hrs



Hear More...

- 1:15 p.m. - 2:15 p.m.
- Seminar: Topic: Apple TV, Tablets & Smartphones – Dave Watkins



Uses - Diane



Questions???



Thank You

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