

Samsung And Amazon Join Forces With Kindle

Thursday 17 April, 2014

Samsung Electronics and Amazon today announced a partnership to launch Kindle for Samsung, a custom-built eBook service. The app will debut in April starting with the Galaxy S5 along with existing Samsung Galaxy smartphones and tablets that have Android 4.0 or above. As part of the service, Amazon and Samsung will launch Samsung Book Deals, available to everyone using Kindle for Samsung.

Samsung Book Deals will provide up to 12 free eBooks a year to all referred Galaxy device customers who use the service. People can choose a free book from a selection of four different titles every month. Each book is chosen specifically for Galaxy smartphone and tablet owners from a wide selection of prominent titles.

"We're delighted to be able to deepen our long-standing relationship with Amazon and offer Kindle for Samsung as the perfect app for reading on a smart device. With this service we demonstrate our commitment to creating and broadening key content partnerships that deliver rich and personalised experiences for our customers," said Lee Epting, Vice President, Samsung's Media Solution Center Europe.

"We're thrilled that Samsung has chosen Kindle as their eBook provider," said Jorrit Van der Meulen, Vice President, EU Kindle. "With Kindle for Samsung, people around the world will have instant access to the best digital bookstore and reading experience, including more than half a million titles that are only available from the Kindle Store, and innovative features like Whispersync, Time to Read and much more."

Kindle for Samsung offers millions of best-selling books, newspapers and magazines delivered direct to mobile devices, the range includes over 500,000 titles which are exclusive to the Kindle Store. Other features include Whispersync, which saves and synchronises the last page read, so that a reader can always pick up wherever they left off. Time to Read shows how much time it will take to finish a chapter or a book based on personalised reading speed. Worry-Free Archive automatically backs up the owner's Kindle books to the cloud, so that they never need to worry about losing their books.

Kindle for Samsung is immediately available in over 90 countries from Samsung apps.

-ENDS-

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US\$216.7 billion. To discover more, please visit www.samsung.com.

About Amazon

Amazon.com, Inc. (NASDAQ: AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Amazon.com and other sellers offer millions of unique new, refurbished and used items in categories such as Books; Movies, Music & Games; Digital Downloads; Electronics & Computers; Home & Garden; Toys, Kids & Baby; Grocery; Apparel, Shoes & Jewelry; Health & Beauty; Sports & Outdoors; and Tools, Auto & Industrial. Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business. Amazon Fire TV is a tiny box that plugs into your HDTV for easy and instant access to Netflix, Prime Instant Video, Hulu Plus, WatchESPN, SHOWTIME, low-cost video rentals, and much more. Kindle Paperwhite is the world's best-selling and most advanced e-reader. It features new display technology with higher contrast, the next generation built-in light, a faster processor, the latest touch technology, and exclusive new features designed from the ground up for readers. Kindle, the lightest and smallest Kindle, features improved fonts and faster page turns. The new Kindle Fire HDX features a stunning exclusive 7" or 8.9" HDX display, a quad-core 2.2 GHz processor, 2x more memory, and 11 hours of battery life, as well as exclusive new features of Fire OS 3.0 including X-Ray for Music, Second Screen, Prime Instant Video downloads, and the revolutionary new Mayday button. The all-new Kindle

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Fire HD includes an HD display, high-performance processor and dual speakers at a breakthrough price.??

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