

E-book world

As more e-book readers hit the market, consumers are wondering once again: has the age of the e-book finally arrived?

1 Do you like reading? What kind of books do you read? What are you reading now? Tell your partner.

2 Read the blog entry titles (a–b). Then scan the blog below and complete the missing titles (1–4).

(1) New Touch Edition	(2) 'Kindle' to ship worldwide	(3) Book apps more popular than games!	(4) 'Nook' launching this month
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BLOG E-book world	
<p>Welcome to E-book world, the blog for everyone interested in the e-book phenomenon. Consumer interest in e-book readers is fast approaching critical mass. The arguments for buying an e-book are getting stronger! You can store thousands of titles; change the font size. Some readers have a speech capability for reading books aloud! Can you afford to be without one? www.ebw.com</p>	
<p>(a) November 9 Barnes & Noble, the largest bookseller in the US, is to launch its own e-reader, in competition with Amazon's Kindle. Below the e ink screen is a colour touch screen for navigation, so you can scroll through your entire book collection. Includes subscriptions to newspapers. Like the Kindle, the Nook has a wireless connection.</p>	<p>Comments on this post [4]: [1] It looks lovely [2] Won't change my life – I live in Europe. Will we have to wait two years for it to arrive? [3] There is a feature that lets you lend titles to other Nook users - they can keep them for up to 14 days. [4] Over \$200? I'll wait till the price comes down.</p>
<p>(b)..... November 2 Just bought the Sony Reader Touch Edition. I like the stylus for navigating and for adding handwritten notes. However, there is no wireless connectivity so purchasing books means connecting to a PC.</p>	<p>Comments on this post [1]: [1] Nice! Still too pricey, but it won't be long before prices fall. An inexpensive device combining books, magazines, newspapers and audio as well as Web 2.0 tools will change the publishing world for ever!</p>
<p>(c) October 30 Great news! Ever since its launch in November 2007, you could only buy the Kindle in the US. Now you can buy it worldwide. Amazon expects to have sold a million of these devices by the end of this year!</p>	<p>Comments on this post [2]: [1] Expect to pay more to download books than in the US! Don't forget you will need an adaptor in Europe. [2] The Kindle is too expensive to be anything more than a niche product for business travellers!</p>
<p>(d)..... September 17 For the first time ever, the number of e-books available for Apple's iPhone and iPod through the App Store is higher than the number of games!</p>	<p>Comments on this post [3]: [1] Who would want to read a book on an iPhone? [2] The answer is 1 million people in the US alone. [3] Please. How sad. I'm off to buy a real book.</p>

3 Read the whole blog. Use the comments to make a list of positive and negative features about e-book readers.

4 Replace the missing vowels in the following words. Use them to create sentences about your company's products.

l _ nch c mp _ t t _ n pr _ d _ ct c _ ns _ m _ r _ n _ xp _ ns _ v _
b _ y s _ ll pr _ c _ m _ rk _ t _ v _ _ l _ bl _

5 Work with a partner and write your own comment to post to the E-book blog. Be ready to show it to the class.

POST YOUR COMMENT: What do think about e-book readers? We want to hear from you.