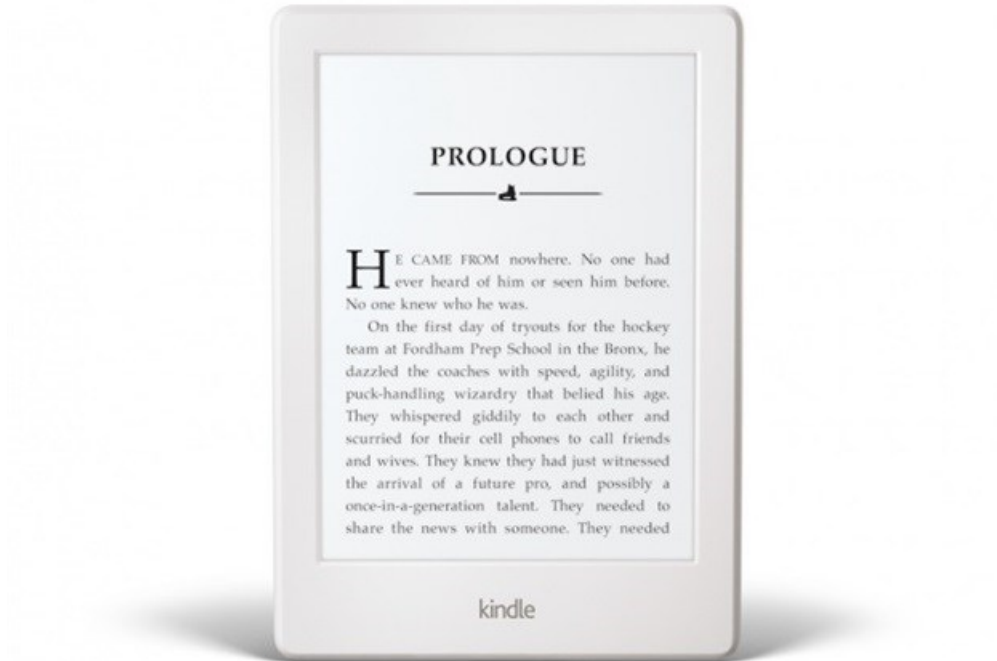


Amazon launches upgraded Kindle e-reader

NEW YORK - Amazon on Wednesday unveiled an upgraded Kindle, aiming to boost its e-reader sales with a thinner, lighter device at a low price.



The new Kindle weighs in at 161g, with a six-inch display.

Picture: AFP

The new Kindle will be sold in the US market as low as \$80, which is the same price as the version it replaces, but with more memory and added features.

Amazon remains committed to the e-reader market despite wider use of tablet computers, which can also be used for electronic books.

"Unlike reflective tablet and smartphone screens, the high contrast touchscreen display on Kindle eliminates glare in any setting, even in direct sunlight," Amazon said in a statement.

"Recent studies have shown that evening exposure to blue light from backlit screens like tablets and smartphones can suppress the body's production of melatonin, a naturally occurring hormone that helps the body fall asleep. Because the

Kindle display emits no light, you can read anytime without losing sleep."

The new Kindle weighs in at 161 grams, or 5.7 ounces, with a six-inch display.

Some of the features include "export notes," allowing users to send notes and highlights from a book to e-mail, and Bluetooth audio paired with a screen reader that can allow the visually impaired to hear content without an adaptor.

In April, Amazon released its top-of-the-line Kindle oasis reader, which sells for \$290 in the United States.

Source: AFP

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