

TOOLS of the TRADE



Samsung Galaxy Tab

The long wait between the iPad launch last April and the next tablet is over. The Samsung Galaxy Tab™ is available from five carriers: AT&T, Sprint, T-Mobile, U.S. Cellular, and Verizon. The two most obvious differences with this tablet are its size and the operating system. The screen is a seven-inch LCD display, and the overall size of the tablet is 7.48" × 4.74" × 0.47". It weighs about 13.5 ounces, almost half that of the Apple iPad. The operating system is the Android 2.2 Froyo, which will provide Flash-enabled browsing that can handle YouTube, Google Maps, and rapid searches. There are tens of thousands of Android apps

available at the Android Market. Along with the carrier's network, the Galaxy is enabled with Wi-Fi, Bluetooth, and USB connectivity. Memory includes 512MB RAM, 2GB user memory, and a 16GB preinstalled microSD card that can be expanded up to 32GB. There are two cameras. The rear-facing three-megapixel camera with flash captures stills and video, and the front-facing camera is for video calls. There are built-in speakers, and the battery will last six to seven hours. On the Samsung website you can compare all five carriers, or however many you want, side by side. www.samsung.com

Logitech Wireless Solar Keyboard

The Logitech K750 is the company's first light-powered wireless keyboard. The integrated solar cells are sensitive enough to charge by indoor light as well

as sunlight. It charges whenever there's a light source present, and it will hold a charge for at least three months in total darkness. There's a built-in power-indicator light and a solar power app that has a lux meter that provides more information about the battery levels—it even alerts you when you need to charge the cells. Connectivity to your computer is through the small Logitech Unifying receiver plugged into a USB port. The receiver provides a 2.4 GHz wireless connection that includes 128-bit AES encryption with the keyboard for security. You can leave the connector plugged in and add other Logitech Unifying mice and keyboards or keypads that will work through the same connection. The keyboard is slim, only 1/3-inch thick, with rounded edges. The Incurve keys™ have concave profiles that support the shape of your fingertips. The rest of the keyboard's green



profile includes PVC-free construction and packaging that's completely recyclable. The overall size of the keyboard is 17" × 6.2" × 0.3", and it weighs 1.7 pounds. www.logitech.com

Nook Color Reader

The Barnes & Noble Nook reader began as a black-and-white e-ink device with a color display of book covers in a band across the bottom. The latest release, the Nook Color, features a seven-inch VividView™ Color Touchscreen that can display more than 16 million colors. Text and images are displayed on the high-resolution backlit display at 1,024 × 600 pixels. Less than a half-inch thick, the Nook Color is five inches wide and just slightly more than eight inches tall, and it weighs just under a pound. There are six font sizes, and you can also select between font styles, background colors, and page layout. The on-board memory will hold up to 6,000 e-books, and you can supersize your personal library with additional microSD cards of sizes up to 32GB. With interchangeable cards, the storage is endlessly expandable. The book formats

TECH FORUM

A First-Decade Book Check

By Michael Castelluccio, Editor



supported include EPUB and PDF, and it can also handle DOC, XLS, PPT, and TXT files. The reader has additional media capacity as an audio player for MP3 and AAC files that can be either music or audio books. Storage for audio files is up to 100 hours. You can also view videos in MP4 format, and there's a stereo headphone jack and built-in mono speaker. Connectivity is via built-in Wi-Fi Wireless (free at all Barnes & Noble bookstores), and apps already loaded include Pandora Internet Radio, chess and Sudoku, crossword puzzles, and a media gallery for your photos and videos.

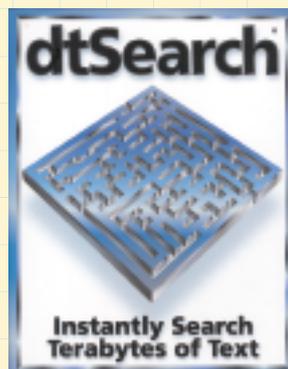
www.barnesandnoble.com

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instantaneously check, and this material can literally range over millions of files. Loading the software involves a couple of easy steps, and then you are asked to have the program index the material you'll need to search. You can create multiple indexes and even edit them later. The program indexes the text and notes metadata fields that appear in MS Office files, PDFs, and HTML. You can then perform incredibly fast index searches of the material. You can also do unindexed searches on less frequently checked folders. Searches can look for phrases; can include Boolean operatives such as *and*, *or*, and *not*; wildcards; numeric ranges; and macros; and can even adjust fuzzy operatives to varying levels of intensity.

www.dtsearch.com



A year has passed, and it's time to check in on the revolution—the words-into-bitstreams one. Last January, at the end of the decade, we looked at the future of electronic text, and it looked like the effort was accelerating, proving the old adage—revolutions never go backwards.

In January 2010, there were a few successful dedicated electronic readers and about the same number of large e-bookstores. Kindle users had Amazon.com, Sony had the Reader Store, and the Nook faithful bought mostly from Barnes & Noble. And anyone who had a smartphone could load the reader software of their choice and shop at most of the big digital bookstores as well as a number of independent ones that were beginning to make it online.

Forrester Research, Inc., concluded that the e-reader was “nascent” but formidable, and the group's analysts guessed that sales would double in 2010, with another 10 million dedicated e-readers sold. And book publishing, a \$35-billion industry, would see e-books grab more than the current 5% share.

So how did the prognosticators do?

DIFFICULT NUMBERS

Trying to get total sales numbers for e-reader devices is complicated by the fact that the leading device, Kindle, is sold by a company that keeps its numbers to itself. Jeff Bezos of Amazon has been no more specific than just claiming that there are millions of Kindles already sold. And you aren't just trying to count Kindles. There's the Nook from Barnes & Noble, several versions of the Sony e-readers, the Kobo (Borders Books), the Be Book, Alex Reader, Astak readers, and the Pandigital Novel—all hardware devices. And then there was the joker in the deck. Apple's heretofore mythical tablet finally was released in the Spring, and it blew up most of the numbers as it both accelerated and also added a ton of weight

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to the momentum of the revolution.

To patch together a sum, we can start with CNNMoney.com's guess at 5.9 million for the year in Kindle sales, maybe another million for the Nook-Kobo-and-others, and then the iPad. Released in April, the tablet's record-shattering sales were estimated at 8.5 million on October 10, 2010. So for all the devices taken together, that's 15.4 million hardware readers, well beyond the 10 million estimated by Forrester Research.

It's also interesting to note that the Apple iPad replaced the number one reader, Kindle, on many lists as the most preferred reader. Aptara, a provider of digital publishing services, noted this in its second annual e-book survey. "Since our last survey, the most impressive finding is the rapid adoption of the iPad as the eBook reader of choice (16%) among publishers that read eBooks. The iPad was introduced in April 2010 and, in the eight months since its introduction, has become the most preferred eBook reading device among publishers—outperforming the Kindle (13%), PCs (12%) and Macs (4%), and all other eReader and smart mobile devices."

The survey quotes Forrester's recent e-book survey that predicts multifunction tablets will eclipse single-function e-readers in 2012.

If the other tablets scheduled to be released this year can duplicate some of the iPad's sales success, the engines of the revolution could be shrieking at the end of 2011.

GOOGLE BOOM

In the first week of December, Google decided to end the e-book year with its own very loud noise. The search giant already had the largest library online. It has been scanning large libraries around the world since 2004 and currently has archived 15 million scanned books from more than 35,000 publishers. Your browser is your library card for that Alexandrine effort. And now, Google is opening a bookstore. On the Google Books Web page, a new box appeared alongside the search form, and it offered the following: "Go to the Google eBookstore for over 3 million eBooks to read on the Web, Android, iPhone, iPad, Sony



Google eBooks on the iPad

and Nook." You can read them, and you can buy them. And they will open and be properly formatted on all the devices except the Kindle. Some say this is a strategy; some blame the proprietary format of Kindle books.

The Google bookstore is epic in its dimensions. At the launch, James Crawford, director of engineering at Google Books, said the three million total will include three kinds of titles. A number in "the high two millions" are titles in public domain, and these will probably be free. There are several hundred thousand that are in copyright but not currently in print, and these "orphans," as they're called, will be for sale.

Finally, there are the current titles and publishers like those found in the Amazon, B&N, and Borders catalogs. These will be comparably priced with the other bookstores under an "agency pricing model," and they can be accessed on Nooks, Sony Readers, iPads, smartphones, and computers. The Google potential is for a one-stop research library/mall bookstore.

Independent bookstores, 110 of them, will be participating in the new Google enterprise. Google also has arranged partnerships with 4,000 publishers, including trade, educational, science, medical, and university publishers, according to Quentin Hardy of *Forbes*.

The books you buy or select from the free part of the store are stored in the cloud and linked to your Google account (your library). Some may find this less acceptable than actually downloading the book to their own reader, but because your library is in the cloud, you can read the book anywhere on any Web-enabled device—your PC, Nook, iPhone, Sony reader—whatever is most convenient or best for the circumstances. E-ink screens are best out in the sunlight, but the backlit screens on your phone or iPad work better in darker interior settings.

As the new decade dawns, the revolution, like Kipling's sun, is coming up like thunder, and publishers have heard it. Several of the tablets slated for release this year are smaller than the iPad but are large enough to duplicate the page size of paperbacks and some trade books. The question now is about the place for the dedicated e-reader device. **SF**