

Plastic Logic Reader - a Kindle Killer

Digital Journal, Feb. 16, 2009 -- The new Plastic Logic EBook reader will be available next year but already experts are calling it as oeKindle killer for the many features it boasts compared to Amazons Kindle 2. Amazon Kindle 2 was launched last week with fanfare, but already it seems to have competition from Plastic Logic. The Plastic Logic reader was on display last week at oeTools of Change for Publishing Conference in New York. A demonstration of the reader is shown in the video here: <http://www.youtube.com/watch?v=oaQHDxOxVhs>

Compared to a Kindle 2, Plastic Logic has a larger screen size like the legal-size paper and weighs less than a pound (453.59 grams). Unlike Kindle 2, which allows only Kindle formats to be read in its device, Plastic Logic Reader allows the following formats: Portable Document Format (PDF) , DOC(X) , XLS(X) , PPT(X) , TEXT , RTF , HTML , JPEG , PNG , BMP , ePub eReader Format.

The reader allows newspapers, magazines and books to be read in its devices. The company has already established partnership with Financial Times, USA Today and Ingram Digital. The reader has a storage capacity to store multiple files and can be synced with the computer either wireless or wired options. The Plastic Logic reader utilizes E-Ink active matrix display, which replicates the effect of reading newsprint. They plan to launch in black & white and colored screens options. It has a touch screen display to move the documents forward or backwards and zooming in and out options. It also has an anti-glare screen to read documents during daylight. Plastic Logic reader shows promise with a large screen display, multi-formats availability and touch-screen options.