

Kogan shakes up the market with \$189 eBook Reader

6" E Ink device ships with over 1,500 free books pre-loaded

MELBOURNE, Australia, 21 July 2010- Kogan Technologies today unveiled a magic and revolutionary 6 eBook Reader for only \$189. The Kogan 6 eBook Reader features a 16 level grayscale E Ink screen, lightweight design at under 1cm thick, over 1,500 free pre-loaded books, multiformat support, and photo and music playback. The Kogan 6 eBook Reader will sync with Adobe Digital Editions for managing eBook libraries, support 16 eBook file formats and most online book stores, and have a battery life of 10,000 page turns. It will ship free to customers during the presale period and is bundled with a leather case. Ruslan Kogan said the latest product in the Kogan range would help bring digital eBook reading to the masses. We're seeing eBook readers dropping in price, but many are still far too expensive for mainstream use. When you have these devices up to and above \$500, you're really asking too much of Australian consumers who want a light, easy and cheap way to read eBooks. Most importantly, it's open-market technology. This device isn't tied down to one content provider. Anyone is free to buy this, and download or buy eBooks from almost any online store and view them on our device. Not only are we beating the market on price, but we're also including some great features like multimedia playback and cramming in over 1,500 great books pre-loaded onto the device, Kogan said. The Kogan 6 eBook Reader sells for \$189 including free shipping during the pre-sale period. It is available today from www.kogan.com.au

Specs: Model Number: KGNEBK6VA
Display Size (Diagonal): 6" / 15.24cm
Display type: E-ink Panel with Epson Display Controller
Display Resolution: 800 x 600
Processor: Arm 9 Core (Samsung S3C2416)
Operating System: Linux 2.6
Ram: 64mb DDR2
Battery: Li-ION 1700mAh
Battery Life: 10,000 screen refreshes - equivalent to 3 months usage (Based on reading speed of 500 pages per week)
Built-in Memory: Yes, 2GB
Max Storage Capacity: 32GB SDHC Memory Card (approx 100,000 ebooks)
Colours Supported: 16 Level Greyscale
Ebook Formats Supported: PDF, CHM, EPUB, TXT, HTM, HTML, RTF, PDB, DJVU, DJV, IW44, IW4, FB2, OEB, PRC, MOBI, TCR, OPF
Image Formats Supported: JPG, GIF, BMP, PNG, TIFF
Audio Formats Supported: MP3 (32kbps - 384 kbps)
3.5mm Headphone Jack: Yes
USB Port: 1
SD Card Slot: 1
Language Support: English, Italian, French, Russian, Dutch, German
Page Number Indication: Yes
Font Sizes: 5 Sizes available
Auto-Resume: Yes
Search: Yes (by filename)
Bookmarks: Yes
Dimensions of Unit: H 17.6cm x W 11.8cm x D 0.96cm
Weight: 228.8g

High resolution images of the Kogan 6" eBook Reader are available [here](#). For review product or media enquiries contact: Vuki Vujasinovic 0422 492 660 vuki@kogan.com.au

About Kogan Technologies
Kogan Technologies is a wholly Australian owned and operated manufacturer and retailer of consumer electronics. Specialising in LCD and LED TVs, Blu-ray players, digital photo frames, PVRs, and digital video cameras, Kogan brings the best technology direct to consumers at unbeatable prices. By cutting out the middle men and selling direct through www.kogan.com.au, Kogan smash the competition on price. We regularly talk to our customers through our blog and Twitter, and release products based on these conversations.

BRW 2010 Fast Starters list
BRW 2009 Fast Starters list
BRW 2009 Young Rich List
T3 magazine most influential people in technology
The Age Top 100 most influential people in Melbourne
Ernst & Young Entrepreneur of the Year, Young Category, Southern Region