



Books & Music Inc.

## INDIGO INTRODUCES THE ROBUST FALL LINE UP OF KOBO EREADERS AND TABLETS AVAILABLE FOR PRE-ORDER TODAY

---

*PRE-ORDER THE KOBO ARC 10HD, KOBO ARC 7HD, KOBO ARC 7 TABLET AND THE KOBO AURA EREADER AT INDIGO, CHAPTERS, COLES, AND INDIGO.CA*

Toronto, ON (TSX: IDG) – August 28, 2013 – Indigo Books & Music, Canada’s largest book and specialty lifestyle retailer is pleased to announce the fall collection of [Kobo eReaders](#) and tablets including Kobo Arc 10HD, Kobo Arc 7HD and Kobo Arc 7 tablets, and Kobo Aura eReader.

“Kobo continues to impress us with their newest line up of innovative and exciting eReaders and tablets. With the next generation of the “world’s best eReader”- the Kobo Aura - and a range of new tablets, there’s absolutely a new Kobo device to suit everyone this fall.” says Heather Reisman, CEO Indigo Books & Music Inc.

In store September 19, **KOBO AURA** (\$149.99) arrives on the heels of the limited-edition Kobo Aura HD – which was touted as the best eReader by *Wired*, *Inc Magazine* and *The Wall Street Journal*. The new 6” Kobo Aura eReader is a beautifully designed, front-lit E Ink eReader. Available in textured black and pink, the Kobo Aura features an edge-to-edge display and the most even, front-lit ComfortLight technology, wrapped in a contemporary aesthetic to keep people passionate about reading – day or night. The sophisticated design of the eReader delivers the closest experience to print-on-paper with a stunning 1014x758 resolution and Pearl E Ink screen. Combined with pinch-and-zoom capabilities for FLePub/PDFs, and personalized text with TypeGenius offering 11 font styles and 24 font sizes, Kobo Aura creates a great print-on-paper reading experience. Readers will never be at a loss for compelling reads with access to 4-million titles, curated Collections from Kobo, and the new Pocket partnership. With built-in WiFi, 4GB of storage (up to 3,000 books), expandable up to 32GB with a microSD card, Kobo Aura has a battery life of over two months, making it perfect for passionate readers.

Arriving October 17, the **Kobo Arc 7** (\$149.99), Kobo Arc **7HD** (\$199.99 - \$249.99) & Kobo Arc **10HD** (\$399.99) tablets leverage the beautifully designed Reading Life platform that makes collecting, curating, and discovering content easier for readers.

The **Kobo Arc 7HD** tablet is powered by the NVIDIA® Tegra®3 1.7GHz quad-core processor and 1920x1200 HD display (323 ppi) with up to 1080p playback delivering a crisp, seamless viewing experience. The HD tablet has a 1GB of RAM, a front-facing 720p HD (1.3 MP) camera and a battery that lasts up to 8 hours so readers are never at a loss for words. Available in 16GB & 32GB and black and white. Wi Fi, Bluetooth 4.0, and micro USB connectivity, it also offers over 1-million of the latest apps and games on Google Play, with Android 4.2.2.

The **Kobo Arc 10HD** celebrates reading with Kobo’s Reading Life platform, a compelling reading dashboard as part of the user interface with full access to the content they love to consume including books, magazines, news and social media. With an NVIDIA® Tegra® 4 1.8GHz quad-core processor and 2GB of RAM, the Kobo Arc 10HD tablet is the best 10-inch HD Google-certified multimedia tablet on the



## Books & Music Inc.

market today for readers. The Kobo Arc 10HD tablet boasts a stunning 2560x1600 high-definition display with up to 1080p video playback, making it the perfect companion to enjoy the rich content from Kobo's bookstore like magazines, as well as the 1-million games and apps from the Google Play Store. The Kobo Arc 10HD tablet also includes a front-facing camera, dual stereo speakers, WiFi 802.11, Bluetooth 4.0, and Miracast connectivity support. With Reading Mode, the battery life is extended up to nine days, and Reading Mode eliminates distracting pop-ups from email and apps. Available in black, the Kobo Arc 10HD retails for \$399.99 MSRP.

The **Kobo Arc 7** is the perfect tablet for first-time users and families. It has a 1024X600 display, MTK 8125 1.2GHz quad-core processor, and 1GB of RAM. The Kobo Arc 7 offers Readers a compact, multimedia tablet for reading and entertainment on the go. The Kobo Arc 7 retails for \$149.99 MSRP with 8GB.

Pre-order available now at [indigo.ca](http://indigo.ca).

### **About Indigo Books & Music Inc.**

With books always at our heart and soul at Indigo we are about telling stories and creating experiences. Indigo is Canada's largest purveyor of ideas and inspiration to enrich your life, with books, specialty toys, gifts and lifestyle enhancing products that affordably offer intrinsic quality, beauty and timeless design. As the largest book and specialty retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; IndigoSpirit, Chapters, The World's Biggest Bookstore, Coles and the online channel, [www.indigo.ca](http://www.indigo.ca).

-30-

For images and further information please contact:

[Alex Thomson](#)

Manager, Public Relations

Indigo Books & Music

O: 416-263-5152