

Amazon takes on iPad with larger Kindle Fire

Amazon has unveiled an array of new Kindle electronic readers and tablets, including ones with larger colour screens, as the online retailer steps up competition with Apple ahead of the holiday shopping season

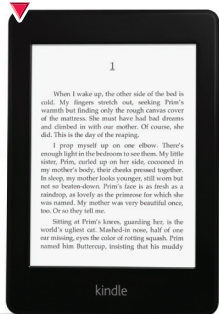


◀ **Kindle Fire HD 8.9-inch**
1920 x 1200 pixel display.
1.5Ghz dual-core processor.
Wi-Fi-only model from \$299
(16GB storage). 4G LTE model
priced at \$499 (32GB). Yearly
\$50 fee gives users 250MB
of data per month. Available
in U.S. from November

Kindle Paperwhite: Built-in
light illuminates touchscreen,
allowing use at night. Eight-
week battery life. Holds up to
1,100 books. U.S.
launch Oct 1, price
\$119 (Wi-Fi only)

▶ **Kindle Fire HD 7-inch**
1280 x 800 display.
1.2Ghz processor.
16GB version \$199
(\$249 for 32GB).
Available Sep 14

Both HD models
feature stereo
speakers, HDMI
port and laminated
touchscreen, plus
two Wi-Fi antennas
with MIMO support for
improved internet connection



COMPARISON

Kindle Fire HD

New Apple iPad

Screen	8.9-inch, 1920 x 1200	9.7-inch, 2048 x 1536
Operating system	Android	Apple iOS 5.1
Processor	TI OMAP4470	Dual-core Apple A5X
Size	240 x 164 x 8.8mm	241 x 186 x 9.4mm
Weight	560g	652-662g
Camera	Front-facing only	VGA front / 5MP rear
Storage (GB)	16 / 32 / 64	16 / 32 / 64
Price (Wi-Fi only)	\$299 (16GB)	\$499 (16GB)