

WHSmith to launch new Kobo colour WiFi eReader at just £169.99

WHSmith has today announced the launch of the new Kobo *Vox*; a fully featured colour WiFi eReader that brings books to life with a vivid multimedia touch screen.

The Kobo *Vox* will complement the WiFi eReader and first widely available touch screen eReader in the UK, the Kobo *Touch*, which WHSmith launched in October.

At just £169.99, the Kobo *Vox* is set in a jet black surround, with the iconic Kobo quilted back for easy grip and comfortable reading. It has a 7-inch anti-glare screen making it easy to read in all lights – including outdoor reading. Its vivid colour screen, video and audio technology not only enhance eBook images and illustrations but make it perfect for listening to music, playing games and watching videos.

As the only official eReading partner to Facebook, Kobo has also equipped the *Vox* with a host of social media tools. Kobo *Pulse* connects users reading the same book. So, book reviews, comments and conversations can be shared in real-time with others on Facebook, Twitter or within the book itself.

As well as offering the ultimate reading experience, the Kobo *Vox* also boasts:

- Access to 2.2 million titles, including one million free eBooks
- Multimedia colour touch screen with extra-wide viewing angle
- Ability to play games, listen to music and watch videos – all in colour!
- Fast web browsing for access to Facebook, Twitter and email
- Full access to over 15,000 free apps for Android
- An expandable memory to hold up to 32,000 eBooks
- 42 adjustable font sizes
- Easy to hold, lightweight design with a comfortable quilted back
- Ability to personalise your eBooks with highlights and annotations

The Kobo *Vox* will be available in over 650 WHSmith high street, airport and railway station stores from Wednesday 23 November as well as online at www.whsmith.co.uk/kobo.

Michael Serbinis, CEO, Kobo Inc. comments: *“With the combination of a beautiful product, incredible video and audio functionality and now with the advent of social reading, the Kobo Vox is unlike any eReading product available in the UK today. As part of our mission to inspire people to spend more time reading, we’ve made reading with Vox a truly social experience – we’re excited Kobo is the first eReading platform to be integrated with Facebook Ticker and Timeline, to enable further reading discovery and entertainment enabling us to take eReading to the next level.”*

Rachel Russell, Business Unit Director, Books, WHSmith said: *“We’re really pleased with the way customers have responded to the Kobo eReaders and accessories in our stores and we’re delighted to be the first UK retailer to offer customers a product as innovative as the new Kobo Vox”.*

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Notes to editors:

WHSmith:

WHSmith currently operates from over 1,100 stores in the UK and a growing number of international locations, including Melbourne, Delhi and Oman. WHSmith High Street comprises of more than 600 stores and sells a wide range of stationery, books, newspapers and magazines. WHSmith Travel comprises of over 560 travel retail units in airports, railway stations, hospitals, workplaces and motorway service areas and sells a tailored offer to meet the needs of people on the move. Customers can discover the full range of Kobo eReaders and accessories at WHSmith.co.uk/kobo and browse the Kobo eBook range at WHSmith.co.uk/eBooks.

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