

This is a book

about a book

that will change

the way

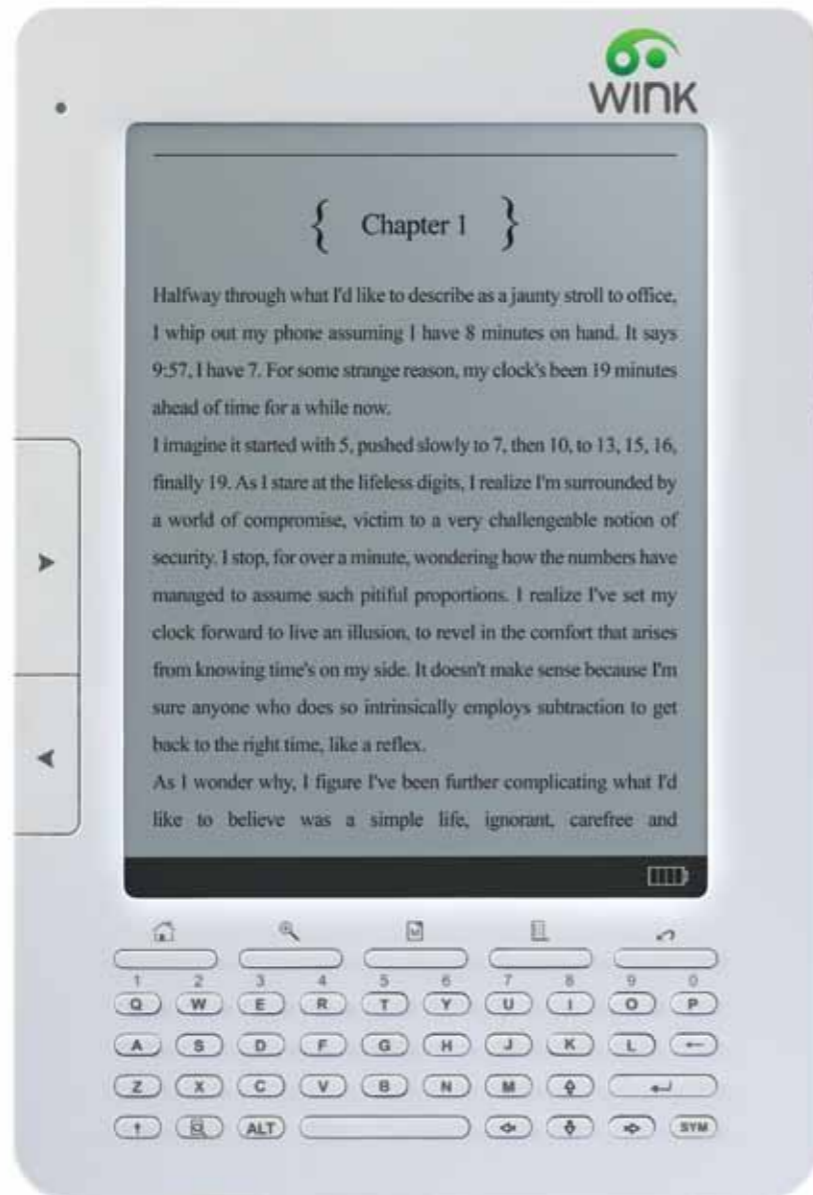
you read a book.

www.thewinkstore.com

Wink is here.



Stop reading. Start Winking.



So, what's Winking?

When you don't bother tiptoeing through a library, spending endless hours looking for a book, but instead turn on your Wink eReader and download the book you're looking for, within seconds. **That's Winking.**

When you don't just read a book, but also make annotations. **That's Winking.**

When you ask your Wink for a reminder, so that you don't leave your book unfinished. **That's Winking.**

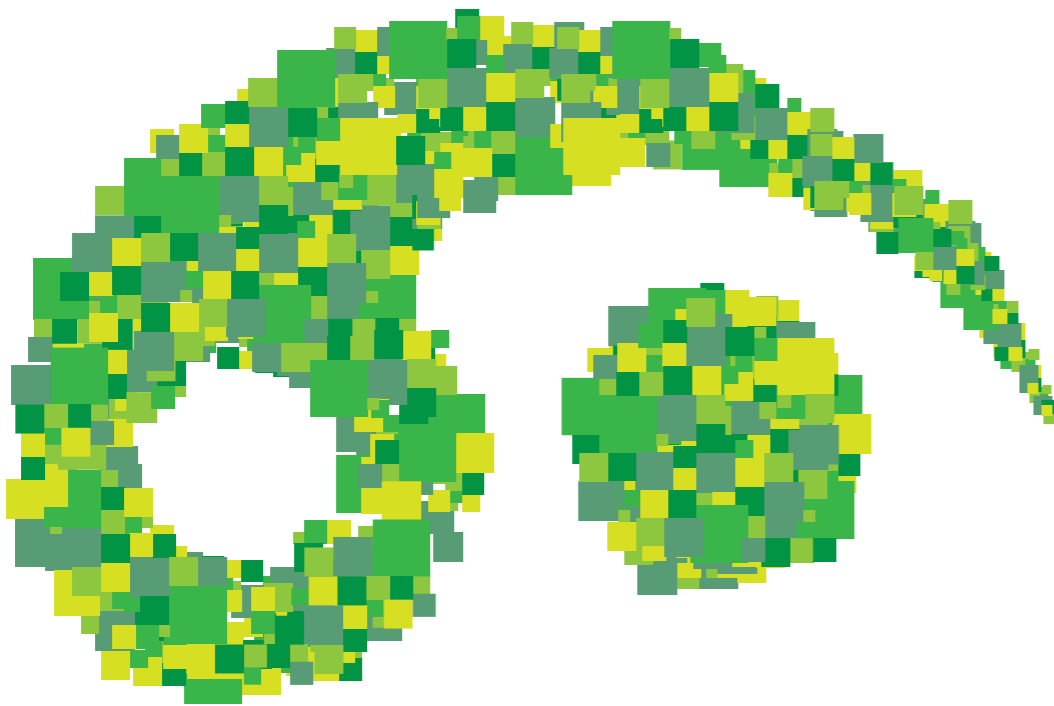
When you don't borrow a book, but instead share it online with a fellow Winker. **That's Winking.**

Stop reading. Start Winking.



Why Wink?

- › Large 6" display with underlying E Ink technology for enhanced strain-free reading.
- › Powerful 400MHz processor to support multitasking.
- › Support for industry standard DRM for securing eBook content.
- › Support for numerous Indian languages.
- › Cool Text-To-Speech (TTS) facility in English for those who just want to listen and not read.
- › Easy to use QWERTY keyboard for facilitating notes, browsing and navigation.
- › Dedicated ergonomic buttons for page flips.
- › Embedded browser to visit the [WinkStore](#) and [WinkWire](#) via WiFi or 3G.
- › Powerful inbuilt speakers for audiobooks and music.
- › Free applications like games and utilities to be made available for download from the WinkStore.
- › Powerful battery that lasts up to 10 days on a single charge.

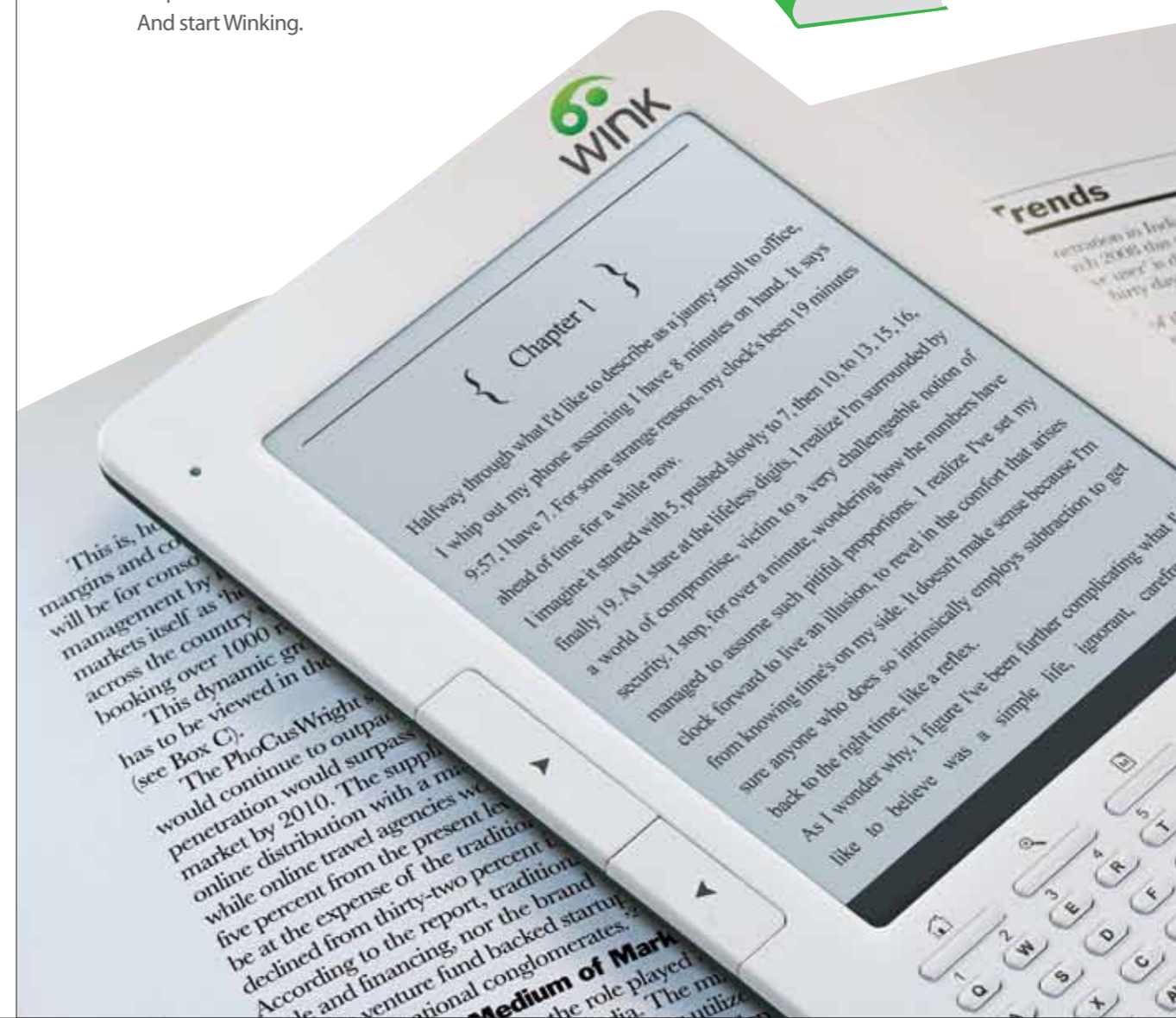


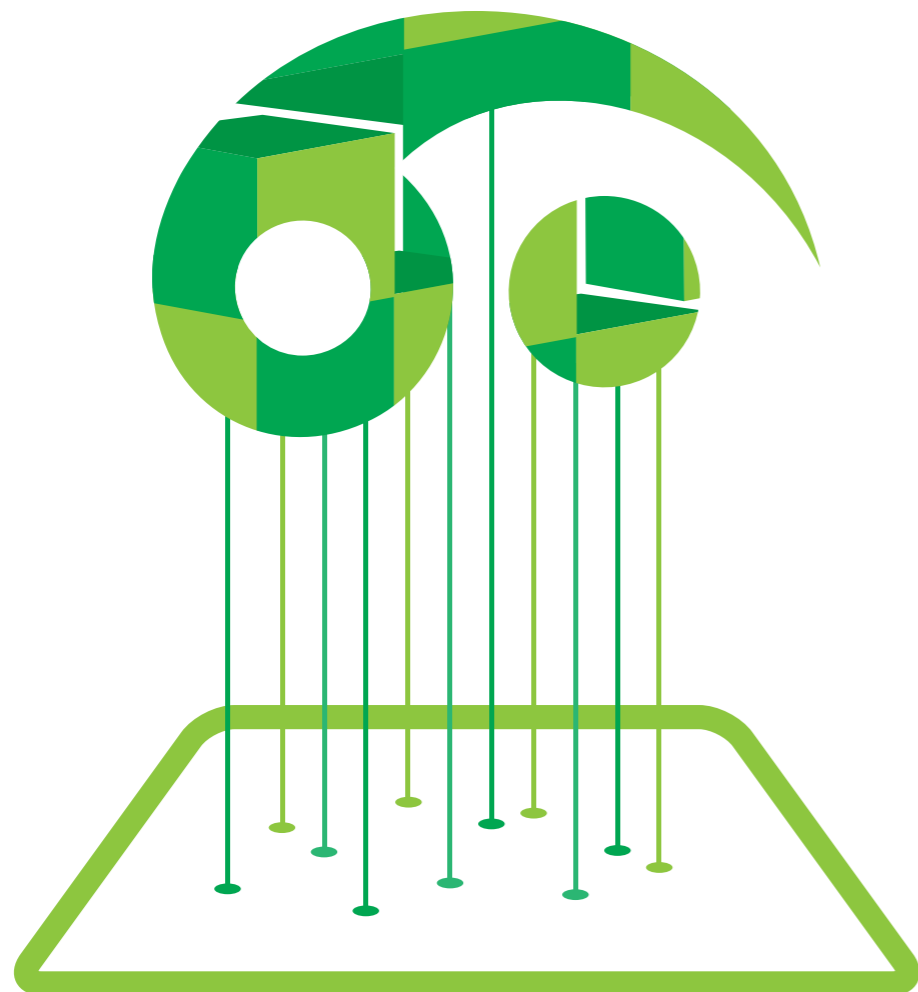
Wink at the grumpy librarian.

With the Wink eReader, you have access to over 2,00,000 book titles, without having to go through a grumpy librarian.

Winking is simple.

Just select the WinkStore app on your Wink eReader. Browse through an online library to download your book in quick time. And start Winking.





Wink at the pad.

Yeah! It's great to watch a movie, but the pad definitely isn't designed for book reading.

Let's explain. Unlike devices with conventional displays, an eReader uses E Ink. This is a technology that involves millions of microcapsules that contain positively charged white particles and negatively charged black particles suspended in a clear fluid.

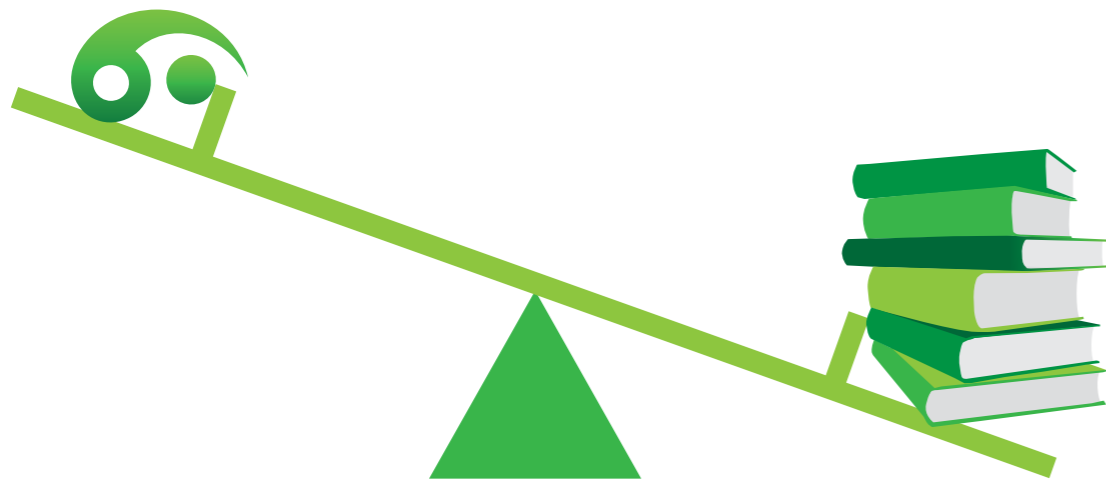


When an electric charge is applied the positively charged white particles and the negatively charged black particles arrange themselves in such a way that reading becomes easy on the eye.

So, if some Californian tries to sell you a pad that you can read on, just Wink at him.

With millions of titles at your fingertips, you're doing much more than self-service with your Wink. You're saving a tree with each book you read, saving time and fuel with each less trip to the library and reducing your carbon footprint considerably. Congratulations. You're Winking at the environment.





Wink at excess baggage.

Travel time is a great opportunity to read, write and listen to music.

But why do you have to carry a gadget to read, a gadget to write, a gadget for music, ummm... did we miss out something? No we didn't.

We put it all into one, and called it Wink. The only one that gets to travel with you.





Don't blink! Wink.

On the following pages, we've laid out a table that tells you, in simple language, everything you need to know about your Wink. The processor speed, the display size, the screen resolution, the battery usage hours, everything. Read on, and get to know your Wink inside out.







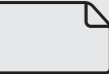
WINK MODEL SPECIFICATIONS CHART

TECH SPECS		XTS	X3G
Processor		400 MHz ARM9	400 MHz ARM9
Screen Size		6 inches	6 inches
Screen Resolution		800x600 pixels	800x600 pixels
Touch Screen		✗	✗
E Ink Display		✓	✓
Wireless	Wi-Fi	✓	✓
	GPRS (quadband)	✗	NA
	3G	✗	✓
Memory (internal + expandable SD card slot)		2GB+ up to 18GB	2GB+ up to 18GB
Input/Output	SD Card Slot	✓	✓
	USB 2.0 for PC	✓	✓
Stereo Headphone Jack		✓	✓
Text-To-Speech (TTS) Support		✓	✓
Text Format Support		EPUB, PDF, TXT, RTF, DOC, HTML, WOLF, CHM, FB2, DJVU, LIT	EPUB, PDF, TXT, RTF, DOC, HTML, WOLF, CHM, FB2, DJVU, LIT
Audio File Support		MP3, AAC	MP3, AAC
Battery Support		1500mAh	1500mAh
Usage life on complete charge		Up to 300hrs of usage (w/o wireless) / over 8000 page turns / up to 10hrs of continuous audio (w/o wireless)	Up to 300hrs of usage (w/o wireless) / over 8000 page turns / up to 10hrs of continuous audio (w/o wireless)
Dimensions		185mm(L)×124.6mm(W) ×10.9mm(H)	185mm(L)×124.6mm(W) ×10.9mm(H)
Weight (incl. battery)		260g	260g

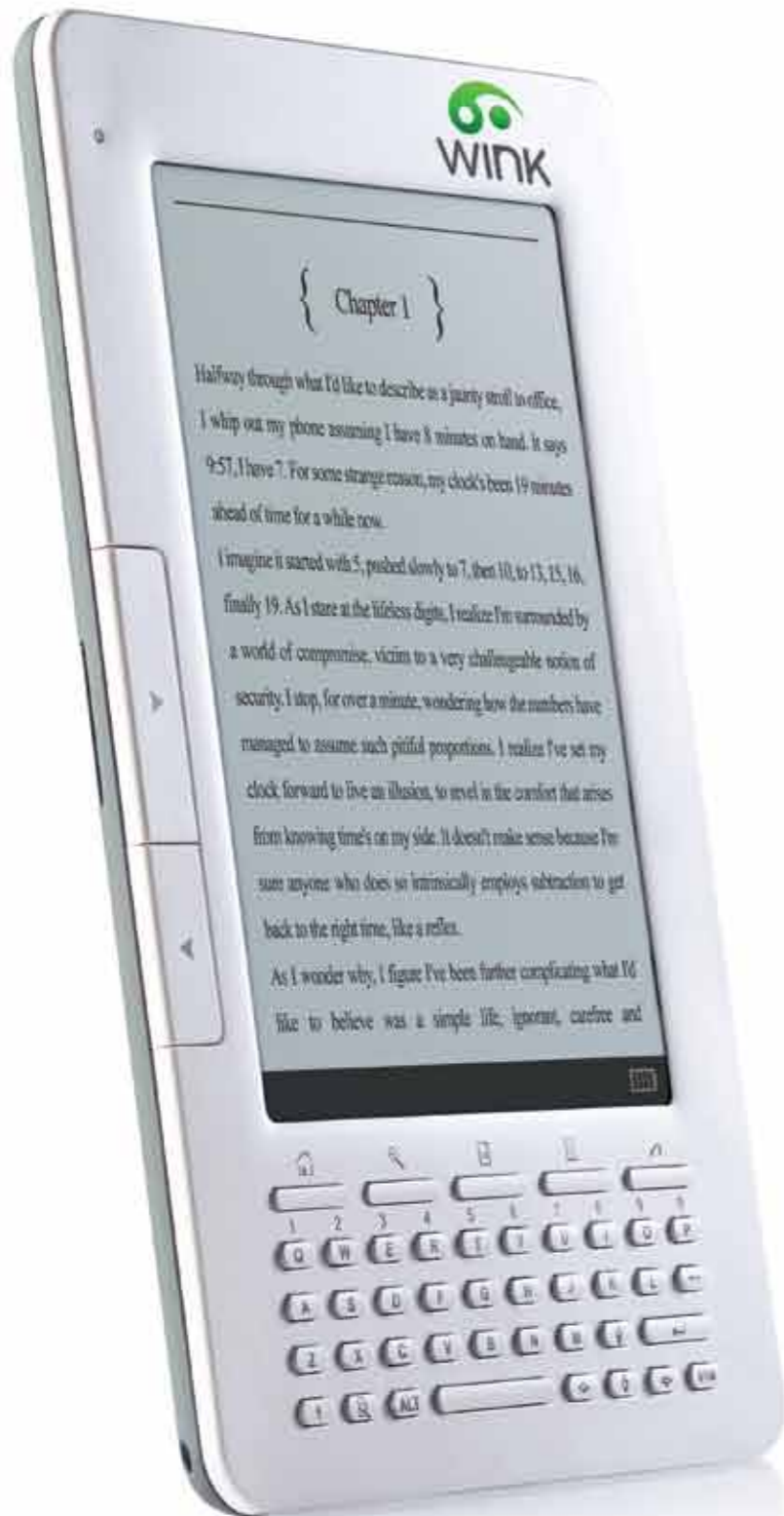


All products may be charged via power adapter or USB.



ACCESSORIES
 AC Power Adapter
 USB Cable
 Earphones
 SD Card*
 User Manual

*Not a standard accessory.



A world full of Winks!

When you buy a Wink, you don't just own an eReader. You become part of a world that's full of goodies that make reading a fun experience!

Looking for the WinkStore?

Just log on to www.thewinkstore.com, and you're home. There's lots you can do here. Buy an eBook, browse through over 2,00,000 titles, check out new releases and stay in touch with what the world is reading. By the way, we don't close for lunch!

wink  store

Finished reading a great book?

Share it with the world, on WinkerActiv. Welcome to a virtual world of fellow Winkers. Here, you can recommend books, sneak a peek into what others are reading, write reviews and catch up on reading trends. Sounds exciting?

Sign up and get yourself a page on www.winkeractiv.com


winkeractiv

Scanning the newspaper for stuff that interests you isn't much fun. So, we've created the world's first eTabloid exclusive to eReaders, filled with only the news you like. And, its available for free on your Wink. Just click the WinkWire icon on the device, pick the topics you want to read about and we'll send you a fresh newspaper everyday. So, the next time you run into the newspaper boy, Wink at him.

winkwire 

We're so excited about your new eReader that we decided to publish books, articles, tabloids and other forms of good reading that only you will be able to enjoy. WinkPublish, a whole new world of fresh information served exclusively on your Wink.

wink  publish

Wink with us.

So, where did this idea called Wink come from? It all started in 2009, when EC Media (International) Pvt. Ltd., was founded with the vision of "delivering a cost effective electronic book reader and reading content in English and all Indian languages, for the Indian market."

Based in Bengaluru, EC Media aims to create a synergy of in-house expertise in technology and publishing through the release of eReaders.

Wink captures the kind of innovative thinking that EC Media brings to its electronic gadgets.

With Wink, EC Media seeks to transform the way electronic information reaches and engages users while being considerate to nature and conserving natural resources for future generations.

EC Media is strongly tied to the book world through renowned publishing house DC Books, owners of over 2,00,000 titles.



Wink: An EC Media product.

www.thewinkstore.com



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