

PRESS RELEASE

KOBO ARC ARRIVES IN ITALY WITH MONDADORI

***The new 7" Android™*
tablet accepting orders from inMondadori.it and Mondadori bookstores***

***With Kobo Arc read for free, for 3 months, some of the most popular
Mondadori magazines:
Donna Moderna, Grazia, Panorama and Sale&Pepe***

Segrate, 23 November 2012 - The Mondadori Group today announced the arrival in Italy of the new **Kobo Arc**. The 7" Android tablet from the Kobo family is now **available to order** from **inMondadori.it/kobo** and, from tomorrow, from 60 **Mondadori bookstores**.

With the arrival of Kobo Arc from the first week of December, Mondadori extends the range of products for the mobile use of media content, not just ebooks but also magazines, web access, music, news, videos, apps and everything from the world of social media.

Orders can be made on **inMondadori.it/kobo** and at selected bookstores **for all of the Kobo Arc models (16 GB at €199, 32 GB at €249 and 64 GB at €299)** with which, exclusively in Italy, you can **read for free for 3 months** some of the most popular Mondadori titles: ***Donna Moderna, Grazia, Panorama*** and ***Sale&Pepe***.

Mondadori has also extended to Kobo Arc the promotion that allows you to download **three free ebooks** of your choice from a selection of nine of the biggest current **bestsellers**: Sveva Casati Modignani's *Léonie*, Michael Connelly's *Il respiro del drago*; Pierre Dukan's *La dieta Dukan*; Sebastian Fitzek's *Il cacciatore di occhi*; *L'inverno del mondo* by Ken Follett; *Il linguaggio segreto del volto* by Anna Guglielmi; *1Q84* by Murakami Haruki; Walter Isaacson's *Steve Jobs* and *Cinquanta sfumature di grigio* by EL James.

In addition to most used service apps, already loaded on the Kobo Arc - **Skype™, Twitter®, YouTube** and **Zinio®** - Italian users will have immediate access to the apps **Tgcom24, VideoMediaset** and **SportMediaset**.

Kobo Arc is designed to facilitate **rapid interaction with content** - from "notes" to highlights thanks to *Tapestry* - and **quickly find others**: the "Discover" navigation bar suggests content, based on the users' interests, web pages, articles, books, music and movies, free or paid.

The Kobo Arc tablet also provides access to more than **700,000 applications** available from the **Google Play** store, **20 million songs** and **thousands of movies**. The 1.5GHz processor - among the fastest available in a tablet - the WiFi connection and advanced multimedia features, including front speakers and a 7" HD 1280x800 **high-resolution display** with over 1 million pixels, make for an engaging user experience with of any type of content. Through Skype and **front facing 720p HD video camera**, Kobo Arc is also perfect for video chat.

Kobo has an open philosophy that encourages people to read at any time, anywhere on the device of their choice. The eReading platform automatically synchronises both users' libraries across all Kobo devices (from the Kobo Arc to the Kobo Touch, Kobo Glo and Kobo Mini eReaders) and free applications to any desktop, tablet, eReader or smartphone. With over 10 million users around the world, Kobo offers a very extensive choice with the new family of eReaders, a growing catalogue of more than 3 million eBooks and content in 60 languages.

For more information about orders and availability please visit: www.inmondadori.it

Kobo Arc: Specifications

Size: 120 mm x 11.5 mm x 189 mm.

Weight: 364 g.

Processor: Texas Instruments OMAP 4470, 1.5 GHz (Dual Core).

Screen: HD 7" 1280 x 800 resolution, 215 ppi, 16.4 million colours

RAM: 1 GB.

Display: IPS LCD optimized for viewing at 178°; durable glass, resistant to being dropped and damage, scratch and impact resistant.

Connectivity: WiFi 802.11 b/g/n, Micro USB and WiFi Direct.

Memory: 16 GB, 32 GB or 64 GB, depending on product availability.

Camera: 720p HD 1.3 megapixel front camera, Skype™ certified

Battery life: Up to 10 hours of continuous recording/playback with WiFi off, over 2 weeks of standby time

Sensors: Accelerometer, ambient light detector.

Colours: Available in black or white.

Audio: Two integrated front speakers with SRS TruMedia™. Support for 5.1 audio with headphones.

Built-in microphone. Universal 3.5 mm stereo input.

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