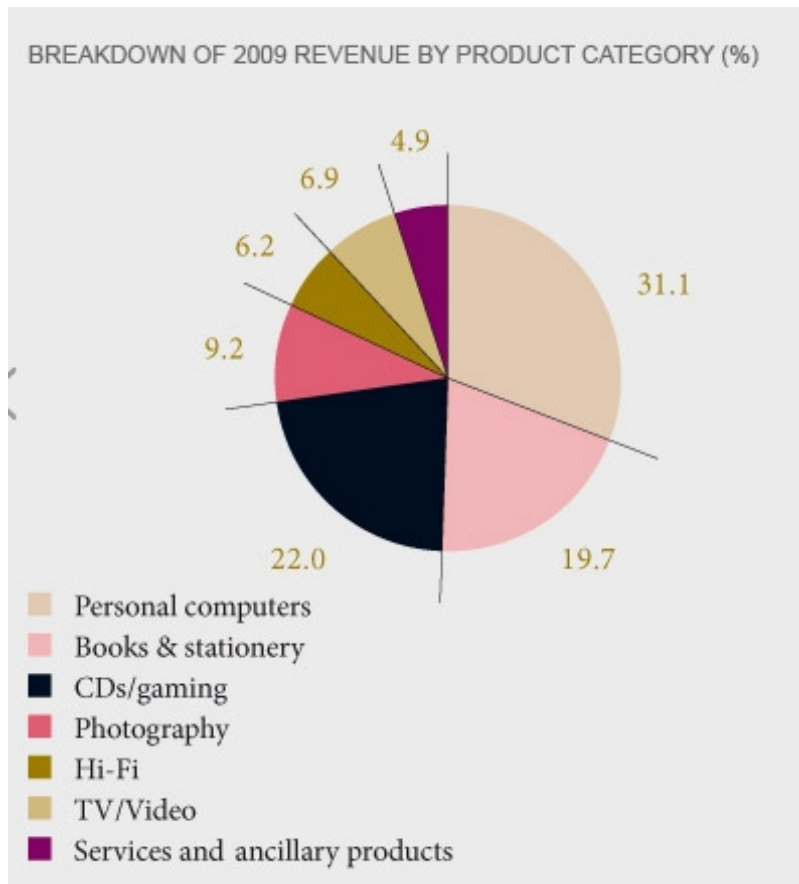


Fnac Turns the Page to Own-Brand eReader

Written by Marco Attard
29 October 2010

Fnac unveils its own eReader, the FnacBook.



The Sagem-manufactured eReader uses an E-Ink display and has wifi and 3G connectivity. It is slim (1cm thick) weighs 240gm and has 2Gb memory, expandable via microSD.

It will go on sale in mid-Nov. for Fnac's Xmas season. Books and stationery are Fnac's 3rd largest product category (2009).

Fnac Chairman and CEO Christophe Cuvillier says he is anxious to see fixed book prices applied to e-books (with book VAT of 5.5% instead of the current 19.6%) at least in his native France.

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