

To: Mart Doyle

From: Dan Kovacs

Subject: Amazon Kindle

There are endless reasons that kids choose not to read, but with a new service being offered by Amazon on the various Kindle products, that will change. The interactive service, with the working title of The ReadZone, will allow kids from as young as five to discover that reading is worthwhile. For a fixed price of \$9.99 a month or \$99.95 a year, kids will have access to a limitless number of books and activities geared to show them that reading a great book is exciting.

The ReadZone is a service that rewards young kids for taking the time to read books. The books will start off basic for the youngest children, but as they continue to mature, so will the level of difficulty and complexity of the books. The service will make suggestions for the child on what book they should read next, which should cause for the reading level to slightly increase with each book completed. Accompanied with the more basic books will be games that the reader will unlock as they work their way through the book. These activities will act as an encouragement to keep reading and eventually finish. The recommended cut-off age for this service will be thirteen because kids are mature enough to be reading many of the books in the Kindle store. By opening up the ReadZone on the Kindle, all the user would have to do is search for a book or look at the recommendation list and once it is selected it will be automatically downloaded onto the Kindle. On top of the ReadZone getting kids into reading, the service will also allow them to become more acclimated with how Kindle technology works.

The service will reward readers with free promotions and offers based on how many books they complete. Not only would we be receiving the fixed monthly cost of \$9.99 a month or \$99.95 a year per Kindle, we would also see revenue from companies that want to offer products for promotion. It will act as advertising without interrupting the user while they are reading, since the offers will be sent to an email address that will have to be entered by the parent or guardian. Based on the books they read and the promotions they take advantage of, we can use the information to curb the offers towards products that they would be interested in the most. The service will allow us to gain a large amount of revenue while also showing children that reading is a meaningful way to pass time.