Flash assignment 8: Amazon Kindle

James Brunetto

Our company can significantly increase its revenue by implementing a new application for the Amazon Kindle. This application, LinkedWork, would allow groups to work and collaborate on ideas or projects wirelessly. This product will allow us to expand our business which could increase our revenue by millions.

LinkedWork would allow groups of people to work together wirelessly. This app would link multiple Amazon Kindles together and would split a user’s screen so that half the screen is the user’s Kindle while the other half is a group collaboration board that can be seen by each participant. Users would be able to draw, highlight, and drag information from their side of the screen to the collaboration side. Along with the combination of a wireless Internet connection and an audio feed, groups would be able to converse and work in unison with one another while being miles apart. This application would be useful for global businesses and for educational institutions

To create revenue for the company, we would sell LinkedWork primarily to large companies and educational institutions for a monthly or yearly subscription fee. Costs associated with this application include the price of development and patent fees. With businesses and educational institutions continually trying to improve productivity and efficiency, this application has the potential to increase revenue by millions.