

Published based on [Amazon's New Third Generation Kindle Reader Is In Demand](#)

Amazon's New Third Generation Kindle Reader Is In Demand

Amazon recently confirmed that, during the month after the release of their third generation Kindle reader, they sold more Kindle readers than for the same time period following any previous Kindle reader launch. The new Kindle is, not simply in demand, it is the fastest selling Kindle to date. As usual, Amazon did not reveal the exact number of Kindles which were sold, but they did advise that, since the release of the new version of the Kindle, customers have bought more Kindles on Amazon.com and the newly opened Kindle store at Amazon.co.uk combined than any other product.

At the end of July, Amazon announced their new Kindle 3. The latest version packs the same 6" display into a new slimmed down design which is 21% smaller and 15% lighter. Page turn speed is 20% faster and memory size has been boosted from 2GB to 4GB - sufficient to store 3,500 books. With the Wi-Fi turned off, the battery will now last for a month - even with the Wi-Fi on, a 10 day life is achievable - and the e-ink technology screen has had its contrast improved.

Amazon also introduced an entry level Wi-Fi only model, for customers who don't anticipate the need for 3G. This sells for \$ 139, with the 3G plus Wi-Fi model selling for \$ 189. Those prices represent massive reductions on the previous \$ 359 Kindle price. It's a clear sign that the e-book reader market is entering a new phase.

During the first six months of 2010, Amazon sold three times as many Kindle books as they did during the same period of 2009. The number of books available on the Kindle store has now grown to over 670,000 titles - and that doesn't include the 1.8 million free titles available.

The Kindle continues to be Amazon's top selling item. It is also the most gifted and most wished for product on Amazon.com and Amazon.co.uk. With the high sales figures of the Kindle and the latest technical improvements, it would be easy to overlook the importance of the launch of the UK Kindle store at Amazon.co.uk. The UK store has opened with 400,000 titles available and could increase international Kindle sales. If it proves to be successful - and early sales returns suggest that this will be the case - then Amazon may well open further Kindle stores in countries like Japan, France and Germany - all of whom have their own "local" Amazon websites.

Whilst Amazon still faces competition from the Apple iPad this doesn't seem to concern them too much. The difference in price between the Kindle and the iPad is, for the moment at least, large enough to tip the scales in favour of the Kindle for most customers whose chief interest is in reading books. The sale of e-books will become increasingly important as the e-book reader market develops and matures. The fact that Kindle books are outselling iBooks by a ratio of sixty to one speaks volumes.

Learn more about the [Amazon Kindle](#) for yourself and view the wide range of [Kindle accessories](#) available to help you personalise your reader.

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