

# Amazon Kindle



Hybrid Offering	
<b>Brief description</b>	The Amazon Kindle is a wireless device to display e-books. The e-books can be bought via device in the Kindle store. No cables or PCs are necessary
<b>Hybrid offering's industry</b>	Entertainment
Company details	
Amazon.com www.amazon.com	Amazon.com was founded in 1994 in Seattle, USA. It is an e-commerce company in which pioneered the sale of goods over the internet.
<b>Company's industry</b>	Commerce
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	The Kindle is a miniature computer which is designed for displaying e-books. It is equipped with an electronic paper display and a communication device that connects the tool to a online shop.
<b>Service dimension</b>	With the communication device, it is possible to download e-books or e-magazines for the kindle in a special amazon online store. No additional devices such as PCs, Cables and WiFi are necessary.
<b>Other links</b>	www.amazon.com
Other Crucial Dimensions	
<b>Hybrid orientation</b>	
<b>Community as service</b>	No
<b>Target market</b>	Pay As You Consume
<b>Revenue model</b>	B2C

## Images

Product dimension



Service Dimension

