

# Sony Reader

# SONY

Hybrid Offering	
<b>Brief description</b>	The Sony Reader is an e-book reader. It uses an electronic paper display, which is viewable in direct sunlight. The reader uses an iTunes store-like interface to purchase books from the Sony Connect eBook store. Other file formats such as PDF, ePub, personal documents, blogs, RSS newsfeeds and JPEGs can be displayed as well.
<b>Hybrid offering's industry</b>	Entertainment
Company details	
Sony Corporation www.sony.com	Sony was founded in the year 1946 and has its headquarter in Tokyo, Japan. It is a multinational conglomerate and operates in various industries such as entertainment, audio, video, telecommunication, electronic components and music.
<b>Company's industry</b>	Entertainment, audio, video, telecommunication, electronic components, semiconductors, etc.
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	The Sony Reader is basically an e-book reader. It uses an electronic paper display, which is viewable in direct sunlight and requires no power to maintain a static image. As the display has no backlight, it is difficult to read from it in low-light conditions.
<b>Service dimension</b>	The service consists of the Sony e-book library store, from which the customer can purchase e-books. This software has to be installed on the home PC. A wide range of books can be downloaded and transferred to the device. Other media such as JPGs, PDFs, text documents and MP3s can also be used on the Sony Reader.
<b>Other links</b>	
Other Crucial Dimensions	
<b>Hybrid orientation</b>	Product Orientation
<b>Community as service</b>	No
<b>Target market</b>	B2C
<b>Revenue model</b>	Free of charge

## Images

Product dimension



Service Dimension