

# A compare and contrast of the kindle fire and the nook tablet

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Scores of consumers are discussing the two well-known reading tablets called the Kindle Fire and the Nook Tablet. Shoppers are trying to determine which e-reader offers the best quality and features. After conducting an objective study, considerable elements were accurately established in relation to these products. The Kindle Fire and the Nook Tablet have many similarities; however, they show noticeable differences within the content, ease of use, battery life, and storage. The greatest difference between these two products is in relation to content.

The Kindle Fire has a generous selection of applications whereas the Nook Tablet's selection is average. Many of the e-books used with the Kindle Fire are sold at considerably reduced prices or are free (Johnston, 2011). The Nook Tablet charges at least three dollars for e-books presented as free selections with the Kindle Fire. In addition, the Kindle Fire is compatible with applications from a number of other companies while the Nook Tablet has minimal compatibility for use with other companies (Johnston, 2011).

Buyers also determined that having access to Kindle Fire's supreme application selection, partnered with lower fees, enhance its ease of use. Nevertheless, there are some disparaging accounts pertaining to the ease of use with these tablet's touch screens. According to user reviews, the Nook Tablet's touch screen feature is trouble-free and effortless. Users also reported that the Nook Tablet was reactive and accurate with every maneuver.

Additionally, the Nook Tablet was said to have offered a well-controlled and uncomplicated reading experience. As the experts projected, readers were

pleased with the preciseness of the page scrolling and page selection. Unfortunately, the Kindle Fire's touch screen feature did not receive the best reviews. Certain critics used the words erratic and random to describe their experience with the Kindle Fire's touch screen (Moz, 2011). In addition, consumers reported having to repeatedly tap the screen to get it to respond.

Buyers also reported having to repeatedly tap buttons while not knowing that the previous taps were already registered but the system failed to highlight the command. A similar issue was mentioned about the book-scrolling feature; users reported having to tap a page more than once and sometimes the tablet scrolled to the wrong page (Moz, 2011). On the contrary, users had a different point of view about the e-reader's e-mail applications. Initially, users were pleased that each tablet has its own personally outfitted e-mail application and provides an easy set up process.

Even so, the Nook Tablet's e-mail application was portrayed as undeveloped while the Kindle Fire's e-mail application was said to be well-formed (Johnston, 2011). The Nook Tablet's e-mail application came with minimal options for managing bulk e-mail. The only known option available was to delete all e-mails. In contrast, the Kindle Fire's e-mail application was characterized as a better produced and far reaching device. On the whole, a large amount of reviews give an account of using Kindle Fire, for the managing of bulk e-mail, as premium and effortless (Johnston, 2011).

Furthermore, the Kindle Fire's silk browser received exceptional reviews from the Sunspider benchmark. It was reported to have a swift and seamless browsing experience. The Kindle Fire has an addition to its browser called

Amazon Cloud. This feature provides extra strength, loads of space, and phenomenal speed during the website uploading process. Be that as it may, the Nook Tablet's browser was found to move much faster than the Kindle Fire's. The Nook Tablet was also found to be less confusing, as well.

The Amazon says that it is basing its speed on feedback and data gathered from use of its browser. In the future, Amazon will be offering a new and improved browser with faster speed and page storage (Bell, 2011). On the surface, it appears that the Kindle Fire offers a much smaller amount of storage compared to the Nook Tablet. The Kindle Fire offers 8 GB of internal memory.

After it is configured, the Kindle Fire is shown to have 6GB for buyers to maneuver and stage-manage as they desire. In addition, the Kindle Fire provides a handy online tool labeled as Cloud Storage which allows unlimited storing capabilities to Kindle and Amazon users. In contrast, the Nook Tablet advertises 32 GB of internal storage but after a full-review of the Nook Tablet, only a lone gigabyte is available for optimal use; the other 12 GB are set aside for content which can only be purchased from Barnes and Nobles stores (Johnston, 2011). However, the Nook Tablet gains some position for having an (empty) micro SD card slot available for its users.

After weighing up the difference between the storage within these gadgets (coming in their original form) the Nook Tablet's storage appears to be somewhat deceptive (Moz, 2011). In terms of deception the storage wasn't the only feature that misled buyers of the Nook Tablet and Kindle Fire. After a careful examination of the battery function on either tablet, the battery life

duration for each e-reader had to be determined by more than one factor. The Nook Tablet offers nine full hours of battery use.

The Kindle Fire advertises seven and a half hours of battery life when in reality it provides no more than six full hours (Johnston, 2011). The Kindle Fire's battery lasts longer only if the user is reading an e-book. In addition the Kindle Fire's battery runs out sooner if the device is used for audio or video files. Ultimately, the Nook Tablet was found to have a generally more powerful battery that plays movies longer than the Kindle Fire (Johnston, 2011). Despite the Kindle Fire and the Nook Tablet having some parallel qualities, their dissimilarities are what stand out the most.

The touch screen feature, the browser, and the storage made the dissimilarities quite obvious and clear. However, I don't think that most consumers' decisions will be swayed by the differences between the two e-mail applications. Furthermore, buyers will most likely make their final decision based on the substance, running time, and usability of these products. In the end, the consumer's personal preferences and needs will be part of the decision - making factor.