

EXHIBIT 113

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Curling Up with a Good iBook

In This Chapter

- Getting the skinny on e-books
- Opening up to iBooks
- Reading books
- Shopping for iBooks
- Reading electronic periodicals

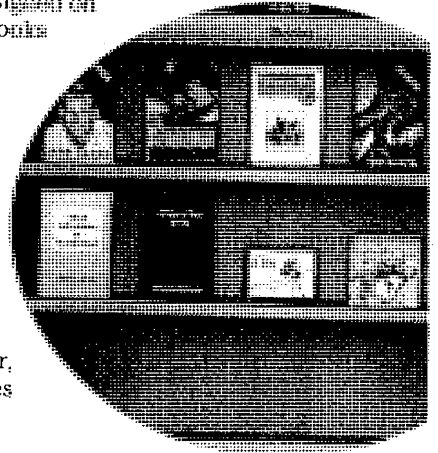
Don't be surprised if you have to answer this question from an inquisitive child someday: "Is it true, Grandpa, that people once read books on paper?"

That time may still be a ways off, but it somehow doesn't seem as far-fetched anymore, especially now that Apple has signed on as a major proponent in the burgeoning electronic books revolution.

Don't get us wrong; we love physical books as much as anyone and are in no way urging their imminent demise. But we also recognize the real-world benefits behind Apple's digital publishing efforts, and those by companies like Amazon, which manufactures what is, for now, the market-leading Kindle electronic reader. As you discover in this chapter, the Kindle plays a role on the iPad as well.

For its part, the iPad makes a terrific electronic reader, with color and dazzling special effects, including pages that turn like a real book.

We open the page on this chapter to see how to find and purchase books for your iPad, and how to read them after they land on your virtual



teryear



just isn't

bookshelf. But first we look at why you might want to read books and periodicals on your iPad.

Why E-Books?

We've run into plenty of skeptics who ask, "What's so wrong with the paper books that folks have only been reading for centuries that we now have to go digital?" The short answer is that nothing is wrong with physical books — except maybe that paper, over the long term, is fragile, and they tend to be bulky, a potential impediment for travelers.

On the other hand, when asked why he prefers paper books, Bob likes to drop one from shoulder height and ask, "Can your iPad (or Kindle) do that?"

Having said that, though, now consider the electronic advantages:

- ✓ **No more weight or bulk constraints:** You can cart a whole bunch of e-books around when you travel, without breaking your back. To the avid bookworm, this potentially changes the whole dynamic in the way you read. Because you can carry so many books wherever you go, you can read whatever type of book strikes your fancy at the moment, kind of like listening to a song that fits your current mood. You have no obligation to read a book from start to finish before opening a new bestseller, just because that happens to be the one book, maybe two, that you have in your bag. In other words, weight constraints are out the window.
- ✓ **Feel like reading a trashy novel?** Go for it. Rather immerse yourself in classic literature? Go for that. You might read a textbook, cookbook, or biography. Or gaze in wonder at an illustrated beauty. What's more, you can switch among the various titles and styles of books at will before finishing any single title.
- ✓ **Flexible fonts and type sizes:** With e-books, or what Apple prefers to call *iBooks*, you can change the text size and fonts on the fly — quite useful for people with less than 20/20 vision.
- ✓ **Get the meaning of a word on the spot:** No more searching for a physical dictionary. You can look up an unfamiliar word on the spot.
- ✓ **Search with ease:** Need to do research on a particular subject? Enter a search term to find each and every mention of the subject in the book you're reading.
- ✓ **Read in the dark:** The iPad has a high-resolution backlit display so that you can read without a lamp nearby, which is useful in bed when your partner is trying to sleep.

✔ **See all the artwork in color:** Indeed, you're making no real visual sacrifices anymore. For example, the latest iBooks software from Apple lets you experience (within certain limits) the kind of stunning art book once reserved for a coffee table. Or you can display a colorful children's picture book.

Truth is, there are two sides to this backlit story. The grayscale electronic ink displays found on Amazon's Kindle and several other e-readers may be easier on the eyes and reduce fatigue, especially if you read for hours on end. And although you may indeed have to supply your own lighting source to read in low-light situations, those screens are easier to see than the iPad screen when you're out and about in bright sunshine.



You can *buy* an iBook using iTunes on your Mac or PC, but as we write this, you can't *read* that iBook using iTunes (or any other app we know of) on your Mac or PC. You can *read* iBooks only on an iPhone, iPad, or iPod touch.

Beginning the iBook Story

To start reading electronic books on your iPad, you have to fetch the iBooks app in the App Store. (For more on the App Store, consult Chapter 7.)

As you might imagine, the app is free, and it comes with access to Apple's iBookstore, of which we have more to say later in this chapter. For now, just know that iBookstore is an inviting place to browse and shop for books 24 hours a day. And as a bonus for walking into this virtual bookstore, you receive a free electronic copy of *Winnie-the-Pooh*.

A. A. Milne's children's classic and all the other books you end up purchasing for your iPad library turn up on the handsome wooden bookshelf, as shown in Figure 11-1. The following basics help you navigate the iBooks main screen:

- ✔ **Change the view:** If you prefer to view a list of your books rather than use this Bookshelf view, tap the button toward the upper-right corner of the screen (labeled in Figure 11-1). In this view, you can sort the list by title, author, or category (as shown in Figure 11-2), or you can rearrange where books appear on the bookshelf.
- ✔ **Rearrange books in Bookshelf view:** Hold your finger on the book you want to move. Wait a second or two and it will increase in size slightly to let you know it's now moveable. Without lifting your finger, drag the book to its new location and then release.
- ✔ **Rearrange books in List view:** Tap Edit (in the upper-right corner) and then press on the three horizontal lines to the right of the book you want to move. Now drag the book up or down the list.