



Customer Story

Barnes & Noble eBook Reader

Customer/Partner

Barnes & Noble

Website

www.bn.com

Country / Region

United States

Industry

Retail
Publishing

Customer Profile

Barnes & Noble is the nation's top bookseller brand for the sixth year in a row. Between its stores and its online operations, Barnes & Noble sells just over 300 million books per year.

Intrinsyc Delivers Android and Linux Software Platform for nook, the World's Most Advanced eBook Reader.

The Situation

Digital-book readers have emerged as one of the year's hottest consumer electronics products with record-breaking sales for the 2009 holiday season. As the nation's leading bookseller, Barnes & Noble made a strategic decision to develop its own brand of eBook reader – one that will be sold online at BN.com and at the chain's thousands of retail locations nationwide.

In early January 2009, the Vice President of Digital Products for BN.com was at the Consumer Electronics Show looking for development partners. The challenge was that the Barnes & Noble marketing department wanted to launch the new eBook reader by Thanksgiving weekend, which traditionally marks the start of the holiday shopping season. With less than 10 months to go, the product development group had not started the detailed specifications, nor chosen any of their partners.

Technical requirements made the project even more challenging. The development group wanted to distinguish the device with many industry firsts, including being the first Android-based eBook reader and the first to offer a color touch screen for navigation along with a best-in-class E Ink display for an immersive, enjoyable e-reading experience. For fast and always on connectivity, nook is the first eBook reader to provide, at no additional costs to customers, both 3G wireless access on the AT&T mobile broadband network and access to WiFi for Barnes & Noble in-store browsing and enjoyment. And to help friends share their joy of reading, nook is the first eBook reader to offer digital lending for a wide selection of eBooks.

“ Intrinsyc demonstrated tremendous dedication to the project's success from our first meeting. They listened to understand our needs, providing consultation throughout the project to improve the product and the development process. Their final delivery of key technology helped make nook a truly breakthrough product. We were pleased to work with a company that kept its commitments every step of the way. ”

-Tony Astarits, Vice President, Digital Products, BN.com

The Intrinsyc Solution

One of Intrinsyc's highly satisfied ODM customers referred Barnes & Noble executives to Intrinsyc and the two companies met at CES in Las Vegas. As a leader in mobile and embedded solutions, Intrinsyc has more than 13 years of experience and hundreds of successful development projects. Expertise in power management, telephony subsystems, E Ink technology, and mobile devices made Intrinsyc an ideal partner. Ultimately, Barnes & Noble was looking for a true partner in the development of their first eBook reader – a company that would deliver a high quality, technology-leading product, with a commitment to a fixed price and schedule.

In April 2009, the companies signed an agreement for Intrinsic to develop the platform-level software that includes Linux and Android adaptations. With less than seven months until Thanksgiving, Intrinsic agreed to the aggressive, high-pressure schedule.

To reduce development time and mitigate project risk, Intrinsic utilized its proprietary software. This included Remote Device Updater (RDU) and RapidRIL™. RDU is an intelligent remote loader that manages OS images and applications by synchronizing with the host server to automatically update products during manufacturing and after deployment. RapidRIL is a Radio Interface Layer (RIL) with out-of-box modem support.

Intrinsic also adapted a Linux Board Support Package, ported the Android software stack, and implemented a power management optimization scheme for days-long power.

“ Intrinsic has a solid engineering team that did a great job in bringing the nook to market. Most importantly, Intrinsic demonstrated exceptional commitment to the project’s success with a fixed bid and on-time delivery. ”

The Results

With engineers in Canada, China, and the United States, Intrinsic was able to put 24/7 resources on the project. The Intrinsic development resources in Asia played an important role in the success of this project since they were able to work with the hardware ODM located in the same time zone.



The Barnes & Noble nook eBook Reader

The Intrinsic program managers became virtual members of the Barnes & Noble product development team and maintained constant communication to solve technical issues in hours rather than days.

In late September 2009, Barnes & Noble’s trust in Intrinsic’s ability to provide a high quality product on schedule was rewarded, when the Intrinsic development team delivered a major final milestone –10 days early.

To help get the device into final production, the Intrinsic team supported Barnes & Noble with systems integration of the application suite and backend e-commerce/digital book delivery from the world’s largest eBookstore.

OS Expertise



www.intrinsic.com

About Intrinsic

Intrinsic empowers device makers, mobile operators, and silicon vendors to deliver compelling, next generation mobile and embedded devices with faster time-to-market, higher quality, and differentiating innovation. Our customers and partners rely on our award-winning device development solutions and our industry-leading navigation software and LBS solutions. We globally support our customers with solutions that span all major mobile operating systems and platforms, including Android, Linux, Symbian, Windows Embedded CE and Windows Mobile. Intrinsic is publicly traded (TSX: ICS) and headquartered in Vancouver, Canada, with offices in China, Israel, Taiwan, U.K. and the United States. www.intrinsic.com.

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