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## Hello!

Hopefully you've dug yourselves out these insane snowstorms. Below we gathered are a few technology support nuggets from this month to keep you warm. Enjoy!

- Cartwheel's own e-book reviews (scroll down)
- How Does Your ISP Stack up? (scroll down)

Here's a few more that just missed the cut:

- iPhone/iPad crushing Android ([read](#))
- Ever want to shoot your hard drive? ([read](#))
- Why is it so hard to index Outlook!?! ([read](#))

If you haven't already, you should [subscribe](#) to our blog.

Here's to a great February!

All the best,

Rafi Kronzon and Josh Feder  
Co-Founders

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## From The Field: Cartwheel's own e-book reviews

In July of this year, Amazon.com's e-book sales [surpassed its hardcover book sales](#). Those noble, parchment-bound artifacts of a bygone era, which Amazon started selling some 15 years ago, were beaten by a digital platform that has only been around for 33 months. Although undeniably sad for some, exciting for others, and surprising for all, e-books have finally fulfilled their promise. Although they will account for only 10% of all books sold this year, that number is expected to triple by 2013. To put it in perspective, e-book sales have increased 193% *this year alone*.

Any way you read it (ahem), e-books are here to stay. The question, then—and the one that we as lovers of technology are interested in—is how exactly does one read these e-books? What are the best platforms and

devices? Is it the Kindle? The iPad? The Barnes and Noble Nook? The Borders Kobo (have you even *heard* of that one?). It seems that every company has its own variation on the e-book theme, and hot on the heels of the announcement that Google itself will join the e-book marketplace with its very own Google eBookstore, we will break down the three biggest services and selections just in time for last minute shopping or post-holiday deals.

### **The Kindle**

Amazon's [Kindle](#) is not only the most popular e-book reader on the planet, it's also arguably the best. It's a slim, affordable (starting at \$139), well-designed e-book reader with great battery life, Wi-Fi, and 3G availability. Its display is a type called E-Ink—not the LCD display you are used to seeing on your computer monitors and cell phones, but a novel design that more closely resembles the printed page and is easier on your eyes. The ace-in-the-hole for the Kindle is Amazon's excellent Kindle e-book store, a vast repository of close to 750,000 titles. Anything you buy on the Kindle bookstore is instantly and wirelessly sent to your Kindle. In addition, you can install a Kindle app—that's right—on your iPhone, or iPad, Blackberry, Droid, and computer and the app will automatically bookmark where you left off. So you can begin reading your novel on your Kindle in the morning, and pickup where you left off on your iPhone on the subway, and then finish back on the Kindle when you return home, all without missing a beat. Although the Kindle wears the eReader suit particularly well, it doesn't really do anything else yet. And although the Kindle's screen is perfect for reading text, it is not capable of displaying color. Enter the B&N Nook.

### **The Nook**

The original Nook, which debuted last year, was a black and white eInk device very similar to the Kindle. It had a decent selection of books, provided by B&N's online bookstore, but the device was sluggish, the battery life was average, and it simply didn't offer enough compelling features to compete. The new [Nook Color](#), however, is a different beast. For starters, it forsakes the standard eInk display for a much more iPad like full-color LCD. The really interesting bit though, is that the new Nook is built on Android—Google's mobile operating system that powers phones and tablets the world over, including the much-loved Droid. In addition to books, the Android powered Nook sports a good web browser, the ability to open PDF and MS Word documents, and even some great apps, including Pandora. The Nook also allows you to check out books from the New York Public Library. Unlike the Kindle, however, the Nook does not have a 3G option, and works over WiFi only. Finally, although the Nook is built on Android, it does not yet allow users to access the Android Marketplace—the repository of all Droid apps, much like Apple's App Store. B&N says that more apps will be released for the Nook, but it doesn't want to open the device up to the wide world of Android, as it is primarily a reading device. Not to be discounted is the Color Nook's sub-\$250 price point—significantly more than a Kindle, but half the price of the cheapest iPad. This is a low point of entry to the tablet fray, even if the device is bit limited.

### **The iPad**

If you haven't heard about the "magical" tablet by now, than you should probably stick to soft-covers—we don't want anyone getting hurt. The [iPad](#) is a multipurpose tool, the virtues of which we will espouse in another post. There are two important things about the iPad that pertain directly to its use with e-books. #1 is the screen, and #2 is Apple's own bookstore, the iBook Store. Because the iPad is more a computer than an e-book reader, Apple opted to use an LCD screen, of the type you are familiar with seeing on flat panel monitors, TV's, and cell phones. For e-books however, a medium that requires staring at a static screen for extended periods of time, the LCD screen can prove fatiguing. If you have ever stared at a computer monitor for a long time and began to develop a dull headache, you know exactly what this feels like—not exactly what one has in mind when trying to escape into the pages of that new *Twilight* novel.

The Apple iBook Store features an intuitive interface, an impressive assortment of paid and free content, and like the Color Nook, the ability to view books in both portrait and landscape mode. It also features the immense backing of Apple, which, when you consider what they've done to the music industry, is nothing to sneeze at. Unlike the Kindle store, however, the iBook Store is only available on Apple devices, and so one must either purchase books twice to read them on different devices, or take their iDevice everywhere with them. This may prove to be little problem at all for those that carry the ubiquitous iPhone with them everywhere they go—but Kindle's way of doing things is ultimately better for the consumer in that it enables more choice. Finally, starting at \$499, the iPad is priced more like a laptop than a pure e-book.

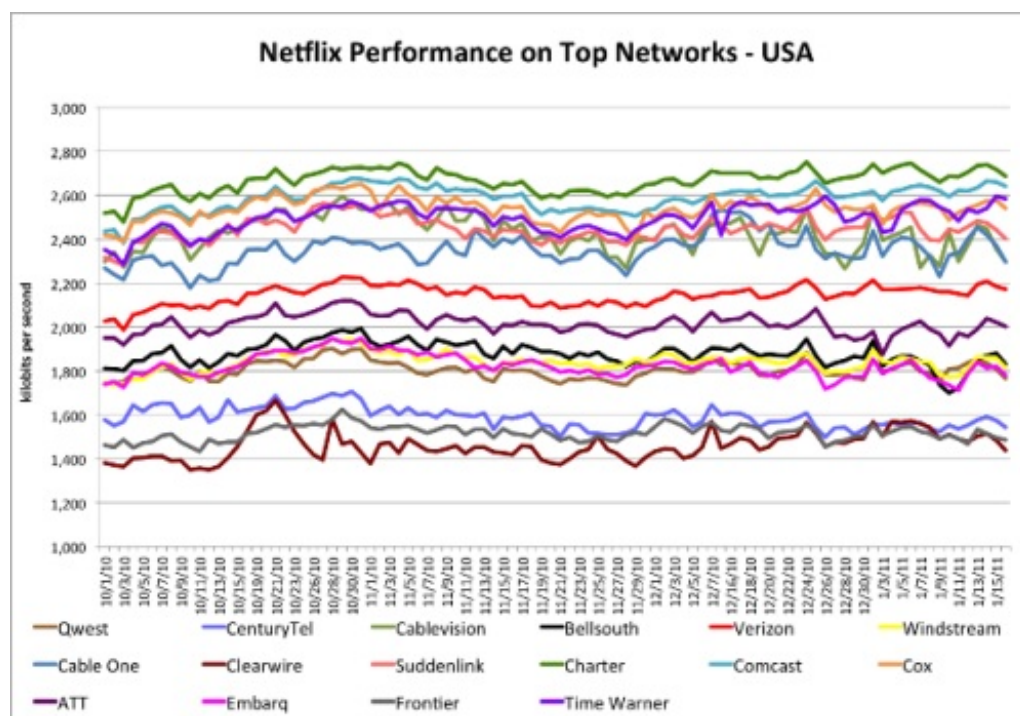
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## How Does Your ISP Stack Up? Netflix Knows

Netflix just released its [data](#) on the performance of the biggest Internet Service Providers in the country. Netflix is going to make some serious friends and enemies with this one.

The best in the country? [Charter Communications](#). The worst? Take a wild guess. Yup, [AT&T](#).



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