

Written by Mark (Admin)

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Today the new **nook Tablet** was announced! What - wasn't the nook Color a tablet? Well, yes and no...

The **nook Color** is an Android tablet with a customized interface that focuses on reading material (books, magazines, etc). It has an app store the is powered by the B&N website (not the Android Market). The nook Color has been hugely popular by people wanting a cheap tablet device that typically install another version of Android over the top of the B&N version. So with the nook Color why a nook Tablet? I'm going to make some educated guesses ...

Reason #1: Tablet is a popular word. The word is talking about tablets, and B&N has one but it's been considered by most as an eReader. The new device is capitalizing on the tablet craze. While more powerful it's no more a tablet than the nook Color in my opinion.

Reason #2: Multimedia. The nook Color doesn't have all the power to stream HD video (some overclock/hack the nook to boost it's performance). The new nook Tablet has a dual core processor and 1GB of RAM - not to mention a special Netflix app that is supposed to be "over the top" compared to other netflix tablet apps.

Reason #3: Kindle Fire. B&N now has a device to serve as a platform for streaming video and video downloads. The new Kindle is a multimedia tablet and the nook Color was an "eReader"

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(in theory). B&N is planning on staying in the eReader/Tablet business and they don't want to fall behind!

The nook tablet is the **same dimensions** as the nook Color, **same screen size**, and the **same design**

(but different shade of gray). The device is lighter than the nook Color (which is a good thing). According to B&N the battery isn't smaller they have just optimized the device for better power optimization (10+ hours).

So is the nook Tablet worth the upgrade? If you are using the nook device as a tablet and want to consume multimedia content it **might** be - especially if you are trying to pick between them (\$199 versus \$249). I don't think it's a worthwhile upgrade for nookColor users that primary use it as an eReader. The device is really just a nice hardware upgrade - that's it.

In other news the nook Touch is now \$99 and has an upgrade to make it faster and increase the already great battery life. If you are looking for just reading books (not watch movies or read magazines) I love my nook Touch. :)