

Samsung looking into Nooks with Barnes & Noble

NEW YORK, USA: Samsung unveiled plans to produce a co-branded tablet computer with US bookseller Barnes & Noble (B&N), which has struggled with its Nook line of devices.



B&N has asked Samsung to help with its loss-making Nook range and a new Galaxy Nook tablet computer is being made exclusively for the bookselling company. Image: [PCWorld](#)

The two firms said in a statement they would produce Samsung Galaxy Tab 4 Nook tablets with easy access to B&N's expansive digital collection of more than three million books, leading magazines and newspapers.

"We are very excited and proud to partner with Samsung, a world-class technology and tablet manufacturer, to create customised co-branded devices featuring our valuable Nook reading experience and digital content catalog for Barnes & Noble customers nationwide," said B&N Chief Executive Michael Huseby.

"Standing behind these new devices will be the power of our 40,000 booksellers combined with our deep bookselling and retail expertise to provide sales support and personalised in-store customer service."

In its most recent financial results, B&N posted a profit in its fiscal third quarter of \$63.2m, compared to a net loss of \$3.7m, in the prior year. Revenues fell 10% to \$2.0bn.

But the Nook division, which has had investments from Microsoft, saw its revenues slide 50% in the past quarter to \$157m.

Nook was developed to help the struggling bookseller compete in digital content against the likes of Amazon and Apple, but has failed to gain traction in the market.

Last year, the book group said it was seeking a new partner to develop its tablets in the face of ongoing losses.

According to research firm IDC, Samsung is the second largest producer of tablet computers, with about 22% of the global

market compared with 32.5% for Apple's iPad.

Source: AFP via I-Net Bridge

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