

Japan telecom firm KDDI to start e-book distribution

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A pedestrian uses her mobile phone before a shop of Japan's second largest mobile phone carrier KDDI in Tokyo on October 2010. KDDI Corp. said Tuesday it would start electronic book distribution this week, offering an initial 20,000 titles for its e-reader.

Japan's number two telecom operator KDDI Corp. said Tuesday it would start electronic book distribution this week, offering an initial 20,000 titles for its e-reader.

The LISMO Book Store service will start on Saturday for the "biblio Leaf SP02" e-reader, focusing on novels, how-to guides and business books, the company said.

The release follows a head-to-head launch by Sony and Sharp earlier this

month of devices they hope will battle the likes of Apple, Amazon and Samsung in the highly competitive e-book and [tablet computer](#) market.

The initial line-up of 20,000 books will be expanded to 100,000 by the end of March 2012.

The tablet-size reader, initially available in western and southern Japan, is loaded with a memory of two gigabytes which can store data of roughly 3,000 books, KDDI said.

The e-book distribution service will eventually expand to smartphones.

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