

# Amazon to release free Kindle software for PC

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Kindle DX

(AP) -- Amazon.com Inc. is trying to get more people to buy the electronic books that are compatible with its Kindle gadget by offering free software for people to read them on a computer.

The Seattle-based online retailer said Thursday that it will release an application called "Kindle for PC" in November. It will let you buy, download and read Kindle books on a Windows-based PC, regardless of whether you own a Kindle.

If you also own a Kindle, you can see any notes or highlights made on the e-reader.

Amazon will also keep track of where you are in a book, so you can stop reading on your PC and pick up at the same place on your Kindle.

If you're running [Microsoft](#) Corp.'s new Windows 7 [operating system](#) and have a touch screen on your computer, you can zoom in on book pages by pinching your fingers. In the future, Amazon said, you'll be able to turn pages by swiping a finger across the screen.

The company already offers a similar application for Apple Inc.'s iPhone and iPod Touch that lets users read Kindle books whether or not they own the device.

Amazon is facing a rising tide of competition in the e-reader market from companies like Sony Corp. and Barnes & Noble Inc. [Sony](#) already offers several e-readers, and both companies plan to release wireless-enabled devices soon that, like the Kindle, will be able to download books straight to them. Making Kindle books available to consumers who don't want to buy a dedicated reading device may provide another stream of revenue.

Also Thursday, Amazon said that it lowered the price of its newest Kindle by \$20, to \$259, matching the cost of a U.S.-only device that it is discontinuing. The new version has wireless access that works around the world, replacing a model that worked only in the U.S.

Just two weeks ago, when it introduced the international Kindle, Amazon cut prices for the U.S. version by \$40, to \$259.

The company still sells a larger-screen version of the [Kindle](#) called the DX for \$489.

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