

Amazon launches upgraded Kindle e-reader

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Amazon on Wednesday unveiled an upgraded Kindle, aiming to boost its e-reader sales with a thinner, lighter device at a low price.

The new Kindle will be sold in the US market as low as \$80, which is the same price as the version it replaces, but with more memory and added features.

Amazon remains committed to the e-reader market despite wider use of [tablet computers](#), which can also be used for electronic books.

"Unlike reflective tablet and smartphone screens, the [high contrast](#) touchscreen display on Kindle eliminates glare in any setting, even in direct sunlight," Amazon said in a statement.

"Recent studies have shown that evening exposure to blue light from backlit screens like tablets and smartphones can suppress the body's production of melatonin, a naturally occurring hormone that helps the body fall asleep. Because the Kindle display emits no light, you can read anytime without losing sleep."

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Some of the features include "export notes," allowing users to send notes and highlights from a book to e-mail, and Bluetooth audio paired with a screen reader that can allow the visually impaired to hear content without an adaptor.

In April, Amazon released its top-of-the-line Kindle oasis reader, which sells for \$290 in the United States.

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