

Samsung, B&N Partner on Nook Tablets

Andrew Berg

Book retailer Barnes & Noble (B&N) is calling on Samsung to give its Nook tablet business a refresh.

Samsung and B&N's NOOK Media business Thursday announced a partnership to develop co-branded Samsung Galaxy Tab 4 Nook tablets that feature Nook software under the hood.

According to a press release, the new tablets will give B&N customers more full-featured tablets that are designed for reading, with easy access to B&N's book catalog.

The companies said they expect to introduce the Samsung Galaxy Tab 4 Nook in a 7-inch version in the U.S. in early August. The co-branded tablets will be prominently displayed along with NOOK eReaders and sold at B&N's brick-and-mortar stores and online.

Michael Huseby, CEO of B&N said his company will continue to offer its Nook GlowLight eReader. He added that the partnership is a major milestone in B&N's efforts to rationalize the Nook business.

"Working with Samsung on co-branded tablets will allow the company to reduce its exposure to the substantial cost structure and other financial commitments that accompany ownership of the hardware production aspects of the Nook tablet business, the company said.

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