

MEDIA INFORMATION

Hagen/Augsburg/Munich/Gütersloh/Bonn/Hamburg

October 8, 2014

**Media information from Thalia, Weltbild, Hugendubel,
Club Bertelsmann, and Deutsche Telekom:**

tolino for all booksellers: Libri becomes cooperation partner, new devices for holiday shopping season

- tolineno ecosystem now available to all German bookstores thanks to cooperation with Libri
- Making progress with internationalization: tolineno now available in Italy and Belgium
- Water-resistant tolineno vision 2 with tap2flip, and tolineno tab 8“ with Intel® Atom™ processor

tolino for all booksellers: All bookstores in Germany get access to tolineno ecosystem

The tolineno alliance, which includes the leading German booksellers Thalia, Weltbild, Hugendubel, Club Bertelsmann, and Deutsche Telekom as the technology and innovation partner, is set to collaborate with the book wholesaler Libri. With this step, the tolineno partners are fulfilling their promise of offering an e-reading solution for the entire book industry, granting all booksellers access to the open tolineno ecosystem, which Telekom operates for all partners.

As a service provider in the book industry, Libri provides printed books and eBooks to booksellers. The wholesaler sees a major opportunity in the

digitization of book content, even for traditional booksellers, and has been offering services in this field successfully for many years. Libri currently provides the store technology for the largest online store partner network, which includes over 1,000 bookstores. The entire toline product line will be available in all of these stores in future.

Every toline Reader sold will automatically contain a link to the eBook store of the store from which the customer purchased the eReader. For Libri partner bookstores, this type of customer loyalty pays off since it works online as well as offline. At the toline station in brick-and-mortar stores, customers can touch and try out the entire toline product line. This enables booksellers to provide all of their usual services both via their website and through personal consultation regarding devices and books on site in a store.

tolino customers benefit from up to about 1,560 partner locations in Germany.

Export hit: toline German success model launches in Italy

tolino drives internationalization. Following a successful start in Belgium in July, toline will launch in Italy in November. toline's partner there is Italy's biggest online bookseller IBS.it. The Italian internet bookshop with its online stores IBS.it and Libraccio.it has about 2.8 million online customers and ships roughly 4.5 million books per year. IBS also operates ten of its own stores and is represented at 34 partner Libraccio bookstores in Italy.

New devices for the holiday season: toline vision 2 is water-resistant and includes the tap2flip page-turning feature

In time for the holiday shopping season, a new generation of the device will become the toline vision's successor. The toline vision 2 represents innovation made in Germany. The device is water-resistant and provides carefree reading enjoyment – even if someone makes a splash.

The tap2flip feature is a genuine eReader innovation from Telekom. tap2flip enables readers to turn pages easily with just one hand, by tapping the back of the device with the tip of a finger. The popular hardware and software features,

such as integrated lighting, quick scrolling, word breaks, and pin code will also be available in the new tofino model.

The device is expected to be available for sale as of November 2014 at the booksellers listed.

The tofino shine eReader will remain available for sale, and customers will receive a free software update in the near future.

New tofino tab with 8" multitouch display and Intel® Atom™ processor

The new Android tablet tofino tab 8" has been optimized for reading, is extremely light-weight, and is particularly energy-efficient. A special reading mode automatically extends the battery life. Furthermore, the tofino interface offers a combination of viewing, listening, reading, and browsing features with all the benefits of an Android tablet. The eReader's technical aspects are impressive as well: Full-HD 8" multitouch display guarantees full definition and brilliance, and a powerful Intel® Atom™ processor offers up to 12 hours of use without recharging. The open system offers free choice when buying and using contents, and access to Google Play™, with over 1 million apps – including 200,000 free apps – offers an almost unlimited variety. An integrated camera, high-speed WiFi, Intel® Wireless Display (Intel® WiDi), Bluetooth 4.0, and 16 GB of storage are key features of the tofino tab 8".

The device is expected to be available from Thalia, Weltbild and Hugendubel as of November.

For a presskit with more technical details and photo material regarding tofino vision 2 and tofino tab 8", click [here](#).

For a product video of tofino vision 2 and tofino tab 8" click [here](#).

Additional general information is available at www.tolino.de.

About tofino:

tolino – eReading made in Germany. The toline brand is backed by an alliance between the four leading German booksellers Thalia, Weltbild, Hugendubel, and Club Bertelsmann as well as Deutsche Telekom as the technology and innovation partner. Since its launch in March 2013, the toline alliance has become a leading brand for digital reading, currently holding a market share of 35 percent in eBook* sales in the German-speaking countries. In June 2014, toline international became available in Belgium, as well as Austria and Switzerland. The current toline product line, consisting of the toline shine and toline vision eReaders as well as the 7" and 8.9" tablets, has won multiple awards. All toline devices include an open ecosystem with integrated toline cloud, which does not restrict customers to one particular bookseller when purchasing eBooks. In addition to one of the largest range of German-language eBooks, the toline partners also offer their customers extensive advice and services – both online and on site in their stores.

Additional information is available at www.tolino.de.

*Source: GfK

About Libri:

Libri GmbH is a vital trade partner for booksellers and publishers and ensures nationwide availability of books and other media products. Libri delivers products to over 5,000 booksellers – in store and online – in Germany and neighboring countries, and exports books worldwide. Libri's product portfolio includes 5 million books, including 600,000 stored at the Bad Hersfeld logistics center, which are available for immediate delivery. Numerous books are available in digital format.

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