# kobosage + kobolibraz

### **Training Document**

This document will teach you everything you need to know to sell Kobo Sage and Kobo Libra 2.

The most helpful things you will learn are:

- New and exciting features
- The differences between the two eReaders
- Where these two new products fit in the Kobo eReader family
- What accessories are available for sale

CHAPTER I - 1 OF 10

I

The village lay under two feet of snow, with drifts at the windy corners. In a sky of iron the points of the Dipper hung like icicles and Orion flashed his cold fires. The moon had set, but the night was so transparent that the white house-fronts between the elms looked gray against the snow, clumps of bushes made black stains on it, and the basement windows of the church sent shafts of yellow light far across the endless undulations.

Young Ethan Frome walked at a quick pace along the deserted street, past the bank and Michael Eady's new brick store and Lawyer Varum's house with the two black Norway spruces at the gate. Opposite the Varuum gate, where the road fell away toward the Corbury valley, the church reared its slim white steeple and narrow peristyle. As the young man walked toward it the upper windows drew a black areade along the side wall of the building, but from the lower openings, on the side where the ground sloped steeply down to the Corbury road, the

ETHAN FROME - 24 OF 137

kobo

CHAPTER II - 1 OF 19

It was pleasant to wake up in Florence, to open the eyesupon a bright bare room, with a floor of red tiles which look clean though they are not; with a painted ceiling whereon pink griffins and blue amorini sport in a forest of yellow violins and bassons. It was pleasant, too, to fling wide the windows, pinching the fingers in unfamiliar fasterings, to lean out into sunshine with beautiful hills and trees and marble churches opposite, and close below, the Arno, gurgling against the emhankment of the road.

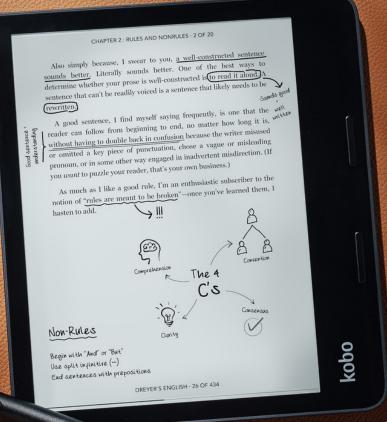
Over the river men were at work with spades and sieves on the sandy foreshore, and on the river was a boat, also diligently employed for some mysterious end. An electric tram came rushing underneath the window. No one was inside it, except one tourist; but its platforms were overflowing with Italians, who preferred to stand. Children tried to hang on behind, and the conductor, with no malice, spat in their faces to make them let go. Then soldiers appeared – good-looking, undersized men – wearing each a knapsack covered with mangy fur, and a great-coat which had been cut for some larger soldier. Beside them walked officers, looking foolish and fierce, and before them well little boys, turning somersaults in

A ROOM WITH A VIEW - 20 OF 257

# kobo sage

# The immersive reading experience

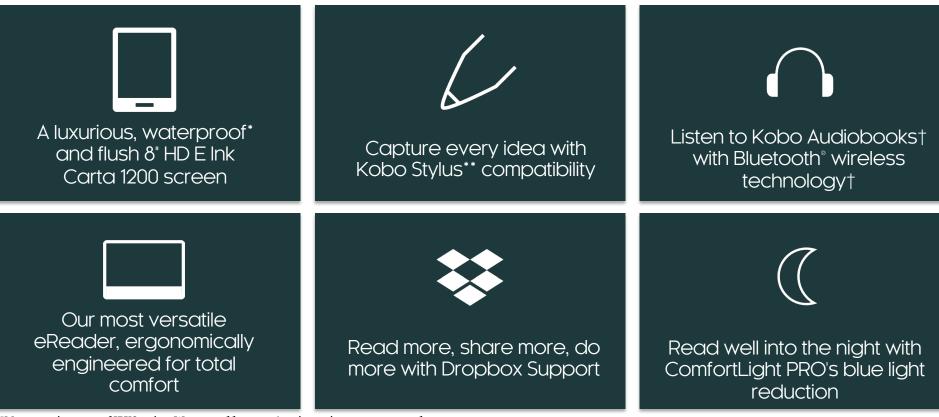
#### Read, write, and listen in luxury.



Rakutenkob

## Key features and benefits

## kobo sage Key Features



\*Meets requirements of IPX8 rating. Waterproof for up to 60 minutes in up to 2 metres of water \*\*Kobo Stylus sold separately, not included

\*Audiobooks available only in select countries. Bluetooth® wireless headphones or speaker required.

#### Our most accomplished eReader ever.

Enjoy the peace of mind that comes with having every feature at your fingertips, and knowing you'll have our best, most immersive reading experience.

## kobo sage

#### The immersive reading experience

kobo

CHAPTER 2 : RULES AND NONRULES - 2 OF 20

Also simply because, I swear to you, <u>a well-constructed sentence</u> sounds better. Literally sounds better. One of the best ways to determine whether your prose is well-constructed is <u>for read it aloud</u> sentence that can't be readily voiced is a sentence that likely needs to be rewritten.

A good sentence, I find myself saying frequently, is one that the sellreader can follow from beginning to end, no matter how long it is, w<sup>ithey</sup> <u>without having to double back in confusion</u> because the writer misused or omitted a key piece of punctuation, chose a vague or misleading pronoun, or in some other way engaged in inadvertent misdirection. (If you *want* to puzzle your reader, that's your own business.)

As much as I like a good rule, I'm an enthusiastic subscriber to the notion of "rules are meant to be broken"-once you've learned them, I hasten to add.

DREYER'S ENGLISH - 26 OF 434

The 4

Read

✓ Write\*

Listen

Rakuten kobo

Non-Rules

Begin with "And" or "But"

Use split infinitive (-) End sentences with prepositions Kobo Sage's 8" flush, high definition E Ink Carta 1200 touchscreen offers deep contrast, superclear readability, and faster page turns on an expansive display.

Dark Mode offers a new way to reduce eyestrain.

#### A luxurious, 8" HD flush E lnk Carta 1200 screen that looks and feels better



Sleek and lightweight, Kobo Sage feels perfect in your hands in landscape or portrait mode.

Page-turn buttons keep the story moving with one hand. Ergonomically engineered for total comfort and versatility **Rakuten** kobo

Capture your imagination with Kobo Stylus<sup>\*</sup> compatibility for note-taking

Works seamlessly with Kobo Stylus (sold separately), to allow you to make handwritten notes in eBooks and documents.

Kobo Sage's built-in notebook feature keeps all of your notes at hand and can convert your writing to clean text.



Kobo Audiobooks support with Bluetooth<sup>®</sup> wireless technology lets you dive into a story when your hands are tied.† Listen to Kobo Audiobooks with Bluetooth<sup>®</sup> wireless technology\* **Rakuten** kobo

†Audiobooks available only in select countries. Bluetooth® wireless headphones or speaker required.

\*Audiobooks available only in select countries. Bluetooth\* wireless headphones or speaker required.

Share everything with Dropbox Support. Add your own eBooks and documents wirelessly, export notebooks you've made with Kobo Stylus\*\*, and keep everything on-hand with cloud storage.



\*\*Kobo Stylus sold separately, not included

Read more, share more, do more with Dropbox Support

\*Kobo Stylus sold separately, not included.



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CHAPTER I - 1 OF 10

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ComfortLight PRO allows for brightness and blue light controladjusting colour temperature to give your eyes a break—so you can stay in the story longer, without affecting your sleep.

Savour nighttime reading, with ComfortLight PRO and blue light reduction



Fully waterproof\*, Kobo Sage is with you from the conference table to the bath tub. Welcome to the lap of luxury.

\*Meets requirements of IPX8 rating. Waterproof for up to 60 minutes in up to 2 metres of water.



## **kobo** sage Accessories (sold separately)



kobo stylus

SleepCover

PowerCover

## **kobo** sage PowerCover



The Kobo Sage PowerCover keeps your eReader protected, and delivers on-thego charging.

You can easily insert Kobo Sage into the PowerCover with magnetic attachment, and it will charge from the built-in battery.

It has sleep/wake technology when you open and close the cover.

If you pair the eReader with Kobo Stylus, the PowerCover has a designated slot\* to keep your stylus close at hand.

There is no built-in stand in the cover.

\*Kobo Sage PowerCover does not charge Kobo Stylus.

## **kobo** sage SleepCover



Magnets inside the Kobo Sage SleepCover case allow your eReader to snap into place effortlessly, while maintaining Kobo Sage's sleek lines.

The 2-way stand keeps your eReader upright for hands-free reading in landscape and portrait mode.

Kobo Sage wakes automatically when you open the cover and sleeps when you close it, keeping your eReader safe.

Available in Light Green and Black.

## kobo stylus



The Kobo Stylus enables you to handwrite your thoughts and ideas on your Kobo eReader, just like a pen on paper.

Compatible only with Kobo Sage and Kobo Elipsa, you can mark up eBooks or documents and take notes in the built-in notebook feature.

With helpful buttons, you can easily erase or highlight. Includes 1 Kobo Stylus Replacement Tip, a tip replacement tool, and 1 replaceable AAAA battery.

Additional Stylus Replacement Tips sold separately in packs of 5.

Kobo Sage offers customers the peace of mind that comes with having every feature at your fingertips, and knowing you'll have our best, most immersive reading experience.

# kobolibra 2

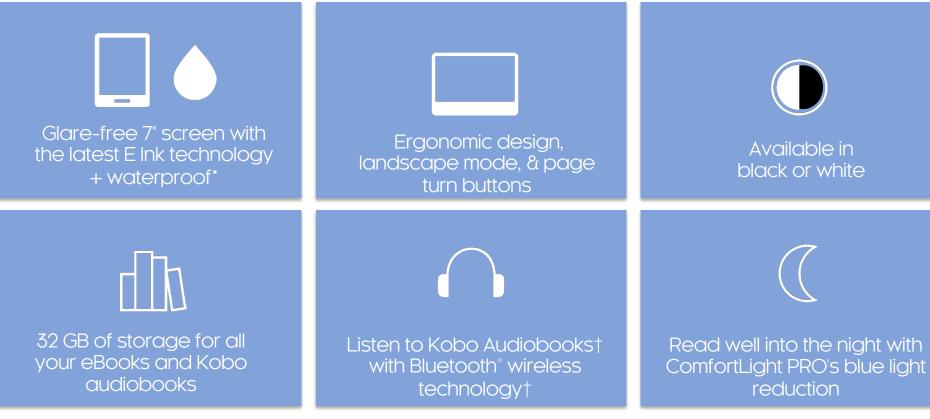
Your eReader, your story

Read and listen wherever life takes you.

CHAPTER 1. 1 OK 19 It was pleasant to wake up in Florence, to open the even upon a bright hare room, with a floor of red tiles which of whereon pink griftins and has bue among in spainted with whereon pink griftins and has bue among is pointed even of velow voins and has bue among is pointed even unfamilier fastenings, pinchard the floor sunskips unfamilier fastenings and marke charches opposite and elose below, the Arno Surgling against the sitewas on the sindly foreshore, and on the river was a AROOM WITH A VIEW - 20 OF 257

## Key features and benefits

## kobolibra2 Key Features



\*Meets requirements of IPX8 rating. Waterproof for up to 60 minutes in up to 2 metres of water †Audiobooks available only in select countries. Bluetooth® wireless headphones or speaker required. The next-generation Kobo Libra 2 is the embodiment of your reading style.

It is the successor to Kobo Libra H2O, and has more storage, a faster E Ink screen, and Bluetooth<sup>®</sup> wireless technology so you can listen to Kobo Audiobooks\*

\*Audiobooks available only in select countries. Bluetooth® wireless headphones or speaker required.

## kobolibra 2

#### Your eReader, your story

CHAPTER II - 1 OF 19

#### CHAPTER II - 1 OF 19

It was pleasant to wake up in Florence, to open the eves upon a bright bare room, with a floor of red tiles which look clean though they are not; with a painted ceiling whereon pink griffins and blue amorini sport in a forest of yellow violins and bassoons. It was pleasant, too, to fling wide the windows, pinching the fingers in unfamiliar fastenings, to lean out into sunshine with beautiful hills and trees and marble churches opposite, and close below, the Arno, gurgling against the embankment of the road.

Over the river men were at work with spades and sieves on the sandy foreshore, and on the river was a A ROOM WITH A VIEW - 20 OF 257

kobo

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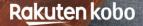
kobo

Rakuten kobo

7" E Ink Carta 1200 touchscreen - a faster display, quicker page turns, and deeper contrast.

Glare-free —unlike your smartphone or tablet.

Optional Dark Mode offers white text on a black background to reduce eyestrain. Glare-free reading on a 7" HD E Ink Carta 1200 screen that's easier on the eyes



Keep the story moving by swiping the touchscreen, or use the page-turn buttons when one of those hands is full.

You also have the option to read in landscape mode.

An ergonomic design as adaptable as you are



It was pleasant to wake up in Florence, to open the eyes upon a bright bare room, with a floor of red tiles which lock clean though they are not; with a painted ceiling whereon pink griffins and base amorini sport in a forest of yellow visions and baseons. It was pleasant, too, to fing wide the windows, pinching the fingers in ufmilling fasterings, to lean out into sumkine with beautiful hills and trees and matche churches opposite, and close below, the Arno, gargling against the embnuhment due road.

Over the river men were at work with spades and sieves on the sandy foreshore, and on the river was a A ROOM WITH A VIEW 20 OF 257

kobo

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Kobo Libra 2 is fully waterproof<sup>\*</sup>, so you can take your story to the park, the beach, the tub, or even out in the rain. Dive into a story anywhere with waterproof<sup>\*</sup> protection

\*Meets requirements of IPX8 rating. Waterproof for up to 60 minutes in up to 2 metres of water



CHAPTER 11. 1 OF 19

int to wake

Kobo Libra 2 comes with 32GB of storage – that's 4 times more than the 8 GB that Kobo Libra H2O had. Carry up to 24,000 eBooks or 150 audiobooks with 32 GB<sup>\*</sup> of storage

"1 GB = 1 billion bytes. Assumes an approximate size of about 1.3 MB per eBook, and average audiobook length of 6.5 hours with 28.8MB per hour. Some storage space utilized by software.

CHAPTER 1-10F 19 twos pleasant to wake up in Florence, to open the eyes no height have room, with a flore of red tiles which took clean though they are not, with a painted celling herrow pink griffing and bleas ancords upport in a forest flytillow violant and basancosts. It was pleasant, too, to ing whet the violandow, pinching the flargers in dramiliar facterings, to lean out into numbine with relatiful hills and treas and markle checkes encounts.

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Reader



Listen to Kobo Audiobooks\* with Bluetooth\* wireless technology

Kobo Libra 2 supports Kobo Audiobooks with Bluetooth® wireless technology\*. Think of it as a hands-free reading option, for those super busy days.

**Rakuten kobo** 

\*Audiobooks available only in select countries. Bluetooth<sup>®</sup> wireless headphones or speaker required.

ComfortLight PRO allows for brightness and blue light controladjusting colour temperature to give your eyes a break—so you can stay in the story longer, without affecting your sleep.

Read at night with ComfortLight PRO's blue light reduction



## kobolibraz SleepCover



The Kobo Libra 2 SleepCover is the best way to take your eReader with you everywhere you go, personalize it, and keep it looking great.

Available in Poppy Red, Slate Blue, Lavender, and Black.

This SleepCover is made to move with you, and the built-in stand lets your eReader stand on its own in portait and landscape mode. Kobo Libra 2 wakes automatically when you open the cover and sleeps when you close it.

## **kobo**libra**2** Basic SleepCover



New for Kobo Libra 2, the Basic SleepCover automatically wakes your eReader up when you open the cover and puts it back to sleep when you close it. A great way to keep your eReader safe.

Available in one colour, Steel Grey.

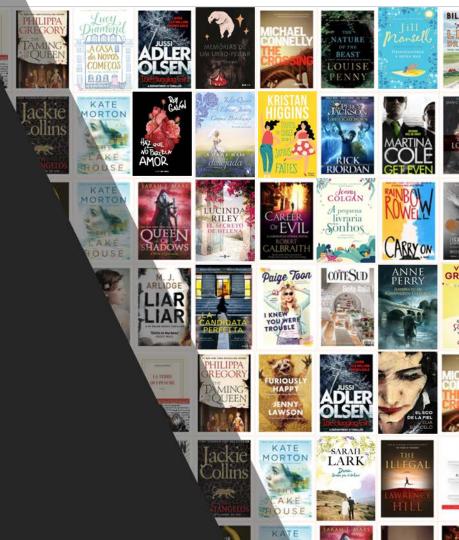
The Basic SleepCover does not have a 2-way stand for handsfree reading. Read or listen wherever life takes you. While you stir your signature pasta sauce, or stretch it out on the yoga mat.

We made Kobo Libra 2 with your passion for reading, and your life, in mind. Your eReader, your story.



Find millions of eBooks in the built-in Kobo eBookstore.

And read articles saved with Pocket on both Kobo Sage and Kobo Libra 2.



## Kobo eReader Family Lineup

#### Kobo eReaders



One eReader. Endless ideas. The perfect first eReader.

Your reading companion

kobolibraz

Read or listen wherever life takes you

The immersive reading experience

#### The Kobo eReader Family

Feature	Kobo Elipsa	Kobo Nia	Kobo Clara HD	Kobo Libra 2	Kobo Sage
Screen Size & Type	10.3" E Ink Carta1200 touchscreen	6" E Ink Carta touchscreen	6" HD E Ink Carta 7" HD E Ink Carta 1200 touchscreen touchscreen		8" HD, flush E Ink Carta 1200 touchscreen
Screen Resolution	227 PPI	212 PPI	300 PPI	300 PPI	300 PPI
Page-turn buttons	No	No	No	Yes	Yes
Landscape mode	Yes	No	No	Yes	Yes
Storage	32 GB	8 GB	8 GB	32 GB	32 GB
Battery Life	Weeks of battery life	Weeks of battery life	Weeks of battery life	Weeks of battery life	Weeks of battery life
Waterproof	No	No	No	Yes	Yes
Front light	ComfortLight – one colour light to adjust brightness	ComfortLight – one colour light to adjust brightness	ComfortLight PRO – adjust brightness and colour temperature for blue light reduction	ComfortLight PRO – adjust brightness and colour temperature for blue light reduction	ComfortLight PRO – adjust brightness and colour temperature for blue light reduction
Size	193 x 227.5 x 7.6 mm	112.4 x 159.3 x 9.2 mm	110 x 159.6 x 8.35 mm	144.6 x 161.6 x 9 mm	160.5 x 181.4 x 7.6 mm
Cable	USB-C	Micro USB	Micro USB	USB-C	USB-C
Kobo Audiobooks	No	No	No	Yes	Yes
Weight	383g	172g	166 g	215g	240.8g
Kobo Stylus compatible, notebook software	Yes	No	No	No	Yes
Dropbox Support	Yes	No	No	No	Yes

#### Rakuten kobo

## **The Competition**

#### **Competitive Review**

Feature	Kobo Sage	Kobo Libra 2	Kindle Oasis	Kindle Paperwhite	Boox Nova Air
Screen Size & Type	8" HD, flush E Ink Carta 1200 touchscreen	7" HD E Ink Carta 1200 touchscreen	7" HD E Ink Carta touchscreen	6.8" HD E Ink Carta touchscreen	7.8" HD E Ink Carta touchscreen
Screen Resolution	300 PPI	300 PPI	300 PPI	300 PPI	300 PPI
Stylus compatible and note-taking software	Yes	No	No	No	Yes
Page-turn buttons	Yes	Yes	Yes	No	No
Storage	32 GB	32 GB	8 GB or 32 GB	8 GB or 32 GB	32 GB
Battery Life	Weeks of battery life	Weeks of battery life	Weeks of battery life	Weeks of battery life	Up to 26 days
Front light	ComfortLight PRO – adjust brightness and colour temperature for blue light reduction	ComfortLight PRO – adjust brightness and colour temperature for blue light reduction	Adjustable brightness and colour temperature for blue light reduction	Adjustable brightness and colour temperature for blue light reduction	Adjustable brightness and colour temperature for blue light reduction
Waterproof	Yes	Yes	Yes	Yes	No
Size	160.5 x 181.4 x 7.6 mm	144.6 x 161.6 x 9 mm	159 x 141 x 3.4-8.4 mm	174.2 x 124.6 x 8.1 mm	194 x 136.5 x 6.3 mm
Weight	240.8 g	215g	188 g	205g	235 g
Accessories	<ul> <li>Kobo Stylus</li> <li>PowerCover for charging on-the-go + sleep/wake technology</li> <li>SleepCover with built-in magnets for easy insertion, sleep/wake technology, and stand</li> </ul>	<ul> <li>SleepCover with sleep/wake technology and stand</li> <li>Basic SleepCover (no stand)</li> </ul>	<ul> <li>Premium, leather, or fabric Covers</li> </ul>	<ul> <li>Premium, leather, or fabric Covers</li> </ul>	<ul> <li>Standard Sleeve</li> <li>Magnetic Case</li> <li>BOOX Pen</li> </ul>

Rakuten kobo

## The Customer

### Who should buy Kobo Sage and who should buy Kobo Libra 2?

Kobo Libra 2 is ideal for readers who are looking to upgrade from an older eReader to get more premium features at an accessible price point.

Kobo Sage is perfect for readers who want an unmatched, immersive reading experience. They are looking for the best digital reading technology and top tier features.



# What is the right Kobo eReader for each type of customer?

Kobo Nia is the perfect first eReader for customers looking for an easy introduction to digital reading and are value-oriented shoppers.

Kobo Clara HD is a great eReader for customers who aspire to read more and want a higher resolution screen with the ability to reduce blue light exposure.

**Kobo Libra 2** is the ideal eReader for readers who are looking to upgrade from an older eReader to get more premium features at an accessible price point.

**Kobo Sage** is perfect for readers who want an unmatched, immersive reading experience. They are looking for the best digital reading technology and top tier features, with the option for note-taking (Kobo Stylus sold separately).

**Kobo Elipsa** is for readers who are heavy note-takers who want a big screen, and intend to use the eReader primarily for marking up eBooks and documents. They want the full writing package. (Kobo Stylus included)







### What is the difference between Kobo Sage and Kobo Elipsa?

Kobo Sage is our most immersive and accomplished eReader yet. It has every feature Kobo has to offer, plus the ability to note-take if you purchase the Kobo Stylus separately. It has an 8" screen.

Kobo Elipsa is sold in a Pack and comes with the Kobo Stylus and a SleepCover. It is made with notetaking first in mind. It does not have page-turn buttons, it is not waterproof, and it does not have colour temperature control. It has a large 10.3" screen.





#### kobo sage

It The village lay under two feet of snow, with drifts at the windy corners. In a sky of iron the points of the Dipper Imon had set, but the night was so transparent that the which house-formthe between the elms olscoded grave against the snow, chumps of bushes made black statiss on it, and the basement windows of the church-sent shafts of yellow light far across the endless undidations. Young Blank Forme willed at a quick pace along the

CHAPTER I - 1 OF 10

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ETHAN FROME - 24 OF 137

#### How is the Kobo Sage PowerCover different from other SleepCovers?

The Kobo Sage PowerCover has a built-in battery which keeps your eReader protected, charges it on the go and automatically sleeps and wakes the device to maximize reading time.



#### What makes Kobo Libra 2 different from the previous Kobo Libra H2O?

Kobo Libra 2 's E Ink Carta 1200 screen delivers a faster display, quicker page turns, deeper contrast, and new optional Dark Mode. Dark Mode offers the option of white text on a black background.

It also has 4 times the storage at 32GB, USB-C connection and Kobo Audiobooks support.

The design of the device has also been updated.

#### kobolibra H20

(G)

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Jack Reacher caught the last of the summer sun in a small town on the coast of Maine, and then, like the birds in the day above him, be began his long migration south. Past not, he thought, straight down the exast. Not like the orioles and the hub-thorated humminghides. Instead he decided on a diagonal route, south and west, from the tor gright-hand corner of the country to the bottom left, maybe through Syracuse, and Chiennati, and St. Louis, and Oklahoma City, and Albuparenes, and onsard all the way to San Diego. Which for an army guy like Reacher was a little too full of Navy people, but which was otherwise a fine agot to start the winter. It would be an epic roud trip, and one he hadrit made in verse.

Past Tense

He was looking forward to it. He didn't get far. He walked inland a mile or so and came to a county

road and stuck out his thumb. He was a tall man, more than six feet five in his shoes, heavily built, all bone and muscle, not particularly good looking, never very well

Chapter 1 - Page 1 of 14

#### kobolibraz

CHAPTER II - 1 OF 19

It was pleasant to wake up in Florence, to open the eyesupon a bright bare room, with a floor of red tiles which look clean though they are not; with a painted ceiling whereon pink griffins and blue amorini sport in a forest of yellow violins and bassoons. It was pleasant, too, to fling wide the windows, pinching the fingers in unfamiliar fastenings, to lean out into sumbline with busuliful hills and trees and marble charches opposite, and close below, the Arno, gurgling against the embankment of the road.

Over the river men were at work with spades and sieves on the sandy foreshore, and on the river was a boat, also diligently employed for some mysterious end. An electric tram came rushing underneath the window. No one was inside it, except one tourist; but its platforms were overflowing with Italians, who preferred to stand. Children tried to hang on behind, and the conductor, with no malice, spatin their faces to make them let go. Then soldiers appeared – good-looking, undersized men e vaering each stangaske. Overeavel with mangy fur, and a great-coat which had been cut for some larger soldier. Beside them walked officers, looking foolish and fierce, and before them well title boys, turning somersaults in

A ROOM WITH A VIEW - 20 OF 257

kobo

## Thank you

