

The  
***Fun-Engineering***

Accolade  
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October 2010

is awarded to

**Amazon.com for the Amazon Kindle 3**

The Amazon Kindle 3 is a game-changing and positively disruptive consumer product that has been highly-engineered for customer satisfaction, value and performance. It has brought the world of reading and the propagation of the written word into a new era. Writers, publishers, device manufacturers, book sellers, newspaper publishers, newsagents, data network utilities, governments and the world's regulatory bodies now have to react and adapt to the new reality of inexpensive, compact, lightweight, electronic-ink reading devices that accept immediate global distribution of books and written documents. This new type of technological package offers huge benefits and has great promise for mankind. Well done!