



Hanvon N10 features handwriting optimized for Chinese characters and is an intelligent tool for businesspeople in the workplace and researchers for academic work. — Ti Gong

Chinese companies rush to fill the void left by Kindle's departure



— 书单简介 —

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A book list, recommended by philosopher Chen Jiaying, posted on Dedao. — Ti Gong

Zhu Shenshen

Chinese readers do not have to worry about Kindle's exit and e-bookstore services from Chinese mainland.

Domestic tech firms have moved in quickly to fill the gap with their own versions of "beyond e-book exclusively" solutions.

Compared to Kindle, the Chinese products have advantages in terms of design, screen, stylus, software and online content, making them better, or at least more suited, for local users.

"The formal withdrawal of Kindle from the Chinese market marks the end of an era, but it also marks the beginning of a new pattern for domestic peer enterprises," said Wang Jie, vice president of Hanvon, which introduced its first-generation e-book reader in 2009.

In May, the Shenzhen-listed company released the N10, which is an

506m

In 2021, China had 506 million digital book readers, up 2.43 percent from the previous year.

electronic paper book with a 10.3-inch screen, a pen and smart features.

Apart from reading, Hanvon also has Chinese-character-optimized handwriting, handwritten notes, meeting reminders, and note gathering and search tools. It's an ingenious tool for businesspeople in the workplace and academic scholars.

"Modern products should be able to meet multiple demands for different consumer groups," Wang said.

Along with Amazon, Huawei, iReader, and Boox, Hanvon is one of

the tech companies attempting to tap into the burgeoning Chinese e-book market. Readers, particularly those of the younger generation, are spending more time reading digitally.

In 2021, China had 506 million digital book readers, up 2.43 percent from the previous year. China's digital reading market reached 41.57 billion yuan (US\$6.3 billion) last year, representing an increase of 18.23 percent year on year, according to a report released by the China Audio-Video and Digital Publishing Association in April.

The average Chinese person reads 4.76 paper books annually and 3.3 e-books per year, a substantial rise. According to industry sources, China is now the world's No. 3 e-book reading device market.

Chinese Kindle users won't be able to purchase or download new e-books from June next year after Amazon announced the closure of its e-bookstore services on the Chinese mainland.