

PARTIE 2: MISE EN SITUATION



Amazon Kindle Paperwhite Wi-Fi E-Reader - Black by [Kindle](#)

£109.99

Read anytime, anywhere, with the Kindle Paperwhite. The built-in light evenly illuminates the screen, for a clear and easy reading experience. Able to hold thousands of books with an internal memory of 4GB. The 300ppi display reads like paper without glare even in direct sunlight.

E-reader features:

6 inch e-ink front lit touch screen.

Wi-Fi connectivity.

Screen resolution: 300 x 300.

Internal memory 4GB - stores 1000s books.

All new 300ppi display reads like real paper without glare even in direct sunlight.

Built-in adjustable light evenly illuminates the screen for perfect reading, day or night.

Holds thousands of books.

A single battery charge lasts weeks (based on half an hour of reading per day with wireless off and the light setting at 10).

Access millions of books at low prices and download books in less than 60 seconds.

Includes personalized special offers and sponsored screensavers.

USB 2.0 cable.

Charge time of 4 hours.

Battery life of 1100 hours.

Choose from 8 adjustable font sizes to improve readability.

Virtual keyboard.

Supported formats: kindle format 8 (azw3), kindle (azw), txt, pdf, unprotected mobi, prc natively; html, doc, docx, jpeg, gif, png, bmp through conversion.

Compatible with PC/mac.

General information:

Size H16.9, W11.7, D0.9cm.

Weight 205g.

This item is eligible for same day delivery and faster in-store collection

<https://www.argos.co.uk>

SITUATION

You are a customer adviser working for Argos. A customer, who uses public transport frequently, likes to read during the journey to and from work. The product interests this person but she/he hesitates to swap paper books for an e-reader. Prepare your arguments to show her/him the benefits of this device.

Use the following hints:

- Storage capacity and memory
- Handling and comfort of use
- Battery life