

Important Items to Keep in Mind

- **Amazon Accounts:** Kindle was designed to automatically backup highlights, notes, and last location read. To do so, Kindle syncs wirelessly with a specific Amazon account. Therefore, Amazon strongly recommends assigning only one Kindle device per Amazon account. If, on the other hand, students share a Kindle and are reading the same book, they will see each others' notes and be directed to the last page the other student read. This makes it very difficult to establish an individualized reading experience.
- **Email Accounts:** You will need one email account per Amazon account. If you are unable to add the required number of email addresses to your school domain, Google and Microsoft offer free education email accounts. In addition, they offer bulk creation tools for creating large numbers of accounts at a time.
 - Google Apps: www.google.com/a/edu/
 - Microsoft Live@Edu: www.microsoft.com/liveatedu/enroll-and-deploy-process.aspx

As you prepare to create email accounts, you may want to consider a standard naming convention (e.g., Kindle.schoolname.1). You can apply the same name to your kindle device within the Manage Your Kindle page on Amazon.com (www.amazon.com/manageyourkindle).
- **Device Registration:** You can register a Kindle from the Manage Your Kindle page on Amazon.com or directly from the device. Note that Kindle devices can only be registered to one Amazon account at a time. This means that a Kindle cannot be registered to both a school account and a separate personal account. Devices must be registered in order to receive content or undergo wireless backup.
- **Purchasing Content:** To purchase content from the Kindle Store, a method of payment must be attached to an Amazon account. A confirmation email will be sent to the associated email address after any successful purchase. Below are the options for assigning payment to an account:
 - **No Payment Method:** If there is no payment method on the account, students will not be able to purchase content.
 - **Gift Card:** Gift cards can be attached to an account to purchase content from the Kindle store, up to the value of the gift card. Samples of books can be downloaded at no cost. Gift cards are not transferable to other accounts.
 - **Credit Card:** Credit cards enable automated billing. Samples can be downloaded at no cost.
 - **Purchase Order:** Purchase orders can be used to purchase gift cards, but the minimum total value of gift cards is \$5,000. To pursue this, schools should work with the Amazon.com Corporate Gift Card Program: www.amazon.com/gp/gc/corporate.
- **Gifting Content:** In addition to purchasing, another option to deliver content to your Kindles is to utilize Kindle's Gifting functionality. You can purchase content from a single Amazon account and gift books to other Amazon accounts. The advantage of Gifting is that you do not need to enter payment information for each Kindle account. You can use a single gift card for all of your purchases and view all content purchases in a single account. To gift a book, go to the Kindle book's detail page, click the "Give as a Gift" button, and then enter the receiving Kindle account's email address. The receiving account will need to accept the book via an email. The gifting Amazon account must have a credit card on file, but a gift card balance can be used to make the actual purchases.
- **Free Books:** Individual Kindles can download free books (e.g., out of copyright classics) if there is a billing address on the Amazon account. Conversely, do not add or remove the billing address if you prefer that students are not able to download free books.



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- **Social Networking:** Kindle has built-in social network integration that allows readers to post a quote along with a short comment to Facebook or Twitter while reading a Kindle e-book. To enable this feature, the country of residence must be set on the Manage Your Kindle page. Once the device is registered, click on the device in Manage Your Kindle and click on “edit” within the section titled “Your Country.” It is a good idea to do this during the initial setup process. Conversely, if you do not want to enable social network integration, ensure that no country of residence is listed.
- **Battery:** Kindle is meant to be charged before initial use. You can plan to do this during the setup process or allow students to charge themselves. A full charge, which can take several hours, is recommended before use.
- **Document Delivery:** When you register your Kindle, you'll automatically setup a ["name"@kindle.com](mailto:) email address to send documents. If you transfer documents to your Kindle via 3G while inside the United States, there is a per megabyte fee. You can adjust the name of your Kindle email address and set a maximum document charge (can set to \$0.00 if do not want to use this service) on the Manage Your Kindle page.
- **Free Kindle Email:** There is no charge to send documents to your Kindle if you use a Wi-Fi connection and send to the ["name"@free.kindle.com](mailto:) email (only works via Wi-Fi). You may want to use a naming convention for your free email addresses and note them during setup. You can later setup distribution lists using these email addresses to share documents to a group, class, school, etc.

Here are some additional tips from schools that have used Kindle:

- Because student schedules are very fluid, especially at the beginning of the school year, you may want to wait until schedules are stabilized before you assign Kindles and load content.
- Consider using your internal library system to checkout Kindles to students.
- Use a barcode scanner to input the Kindle serial numbers into your spreadsheet and/or management system. As much as possible, look for ways to reduce human error while registering large amounts of devices.



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Example Process for Registering a Large Quantity of Kindles

Preparation

Email Accounts: Create email accounts; assign one email account per Kindle. Be sure to note the password for each email account; you may choose to use the same password for your Amazon account.

Labels: You may want to create labels with email account and student information to place on each device.

Spreadsheet: Consider creating a master spreadsheet to track account info and kindle free email addresses. An example might look like:

Device Serial #	Device #	Email Address	Free Kindle Email Address	Email / Amazon Acct Password	Student Name	Grade	Teacher
x12345z	001	KINDLE001@schoolname.edu	"name"@free.kindle.com	password	Name 1	#	xyz
x12345z	002	KINDLE002@schoolname.edu	"name"@free.kindle.com	password	Name 2	#	xyz
x12345z	003	KINDLE003@schoolname.edu	"name"@free.kindle.com	password	Name 3	#	xyz

Device Registration

Below is an example setup process that could be used to register a large amount of Kindle devices.

Station 1 (multiple people)

- Assign a Kindle to a student by scanning or entering the serial # into master the spreadsheet
- Create a new Amazon account using the associated email address and a predetermined password
- Register device serial # to the Amazon account in the Manage Your Kindle page (www.amazon.com/myk)
- Optional settings to consider in Manage Your Kindle:
 - Set home country (a home country designation is required to use social networking features)
 - Set or adjust free.kindle email address and note in spreadsheet
 - Add approved email addresses or domains in order to send personal documents
 - Set maximum individual charge limit for personal document delivery
- Add a billing address to the account via “Manage Address Book” in Account Settings (if desired; required to download free content)
- Purchase content (if desired)
- Assign gift cards and/or method of payment (if desired)

Station 2 (optional)

- Open and unpack device
- Side load content/documents via USB
- Charge device (if desired)
- Affix label (if desired)

Station 3 (optional)

- Receive and organize devices