

## Using Amazon's Whispercast To Send eBooks to the iOS Kindle App

Whispercast is an online tool that Amazon is marketing as a method of deploying Kindles in a school. A teacher using Whispercast can, within seconds, send one group of students the ebook version of *Romeo and Juliet* and another *Little Women*.

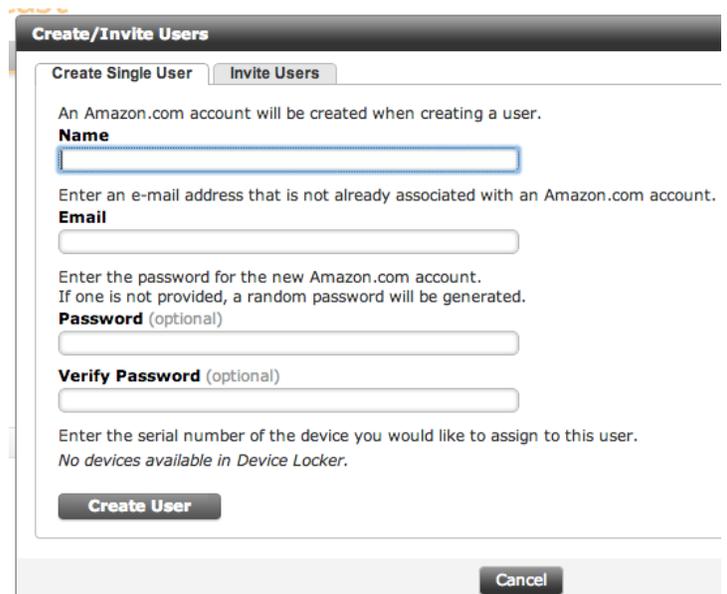
### Signing Up Users

Once you've signed up for Whispercast and logged in, you'll need to register some users before you can do anything else. Administrators can either create all-new credentials for users without existing Amazon accounts, or invite existing Amazon users to join your district's account. To create a new Amazon account, all that is required is an email address; any one will do. The system for inviting users is still a bit clunky—after providing an Amazon account email address, the console generates a link that administrators must forward to the user in order to complete the sign-up process.

If you are creating accounts for users under the age of 18, then we recommend that you get signed permission for them to have an account through the school. Amazon's policy states:

*"Amazon does not sell products for purchase by children. We sell children's products for purchase by adults. If you are under 18, you may use Amazon.com only with the involvement of a parent or guardian."*

Once user accounts have been created or invited to your system, you can arrange them into groups. If, for example, you need to distribute different books to members of your math and history classes, you can create separate groups for each class, and then place users into the appropriate groups. Single-user accounts can belong to multiple groups.



The screenshot shows a web interface titled "Create/Invite Users" with two tabs: "Create Single User" and "Invite Users". The "Create Single User" tab is active. The form contains the following fields and instructions:

- Name**: A text input field.
- Email**: A text input field with the instruction: "Enter an e-mail address that is not already associated with an Amazon.com account."
- Password (optional)**: A text input field with the instruction: "Enter the password for the new Amazon.com account. If one is not provided, a random password will be generated."
- Verify Password (optional)**: A text input field.
- Device Serial Number**: A text input field with the instruction: "Enter the serial number of the device you would like to assign to this user. No devices available in Device Locker."

At the bottom of the form is a "Create User" button, and at the bottom right of the entire interface is a "Cancel" button.

## Distributing Content

To distribute Kindle books, you search through the Kindle store and add books to your cart from within the tool. Then, when finished, select the user groups you'd like to send the books out to, and you'll be charged for one copy of the book for each user you've selected. Non-Kindle content can also be uploaded in PDF, .txt, .rtf, .doc, .docx, and .mobi formats. Once you've uploaded your content, you can "add it to your cart" and then select recipients as you would for a standard Kindle ebook.

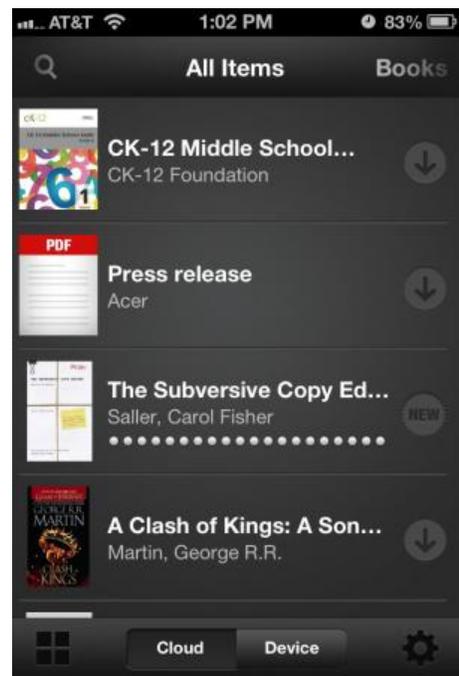
The screenshot shows the 'kindlewhispersync' interface. At the top, there's a navigation bar with 'Home', 'Users', 'Devices', 'Policies', 'Documents', 'eBooks', and 'Order History'. A user is logged in as 'Andrew Cunningham'. The main area is titled 'Draft Order' and displays a book titled 'CK-12 Middle School Math Grade 6, Volume 1 Of 2' by CK-12 Foundation. The price is listed as \$0.00. To the right, there's a 'Recipients (1)' section showing 'All Users' with a 'Select Recipients' button. A 'Subtotal Estimate: \$0.00' is shown, along with a 'Preview Order' button. A note at the bottom states: 'Note: Estimated subtotal is subject to change. Title availability may vary by country. If any titles are not available for your recipients, we will omit it from the order. The sales tax ultimately charged will be calculated when your charge is authorized and will reflect any applicable state and local taxes.'

Using the tool, you can easily buy and distribute many copies of an ebook to different users and their devices.

The 'Save File' dialog box has a title bar and a 'Select a file for upload:' section with a 'Choose File' button and a file name 'Fall 2012 Press...Brief FINAL.pdf'. Below this, it lists 'Accepted file types: .pdf; .mobi; .txt; .rtf; .doc; .docx'. There are three text input fields: 'Title:' with 'Press release', 'Author:' with 'Acer', and 'Description: (optional)' with 'Fall 2012 product info.'. At the bottom, there are 'Save' and 'Cancel' buttons.

Other content, such as class syllabi, lab instructions, and worksheets, can also be uploaded and distributed through the console.

Once you've purchased or uploaded your content and selected users to send it to, it will begin appearing on their devices. For users with Kindle accounts created specifically for your school, all they'll see is the content you've distributed. If you've added some accounts for users who also use their Kindle accounts at home, the material you've sent out will appear alongside any other books and documents already in their library.



### A Best Practice Example

As an example, let's say that you want to have your first grade students (20 in the current class) use the free Kindle app on their iPads to read an ebook that you found on Amazon. First, create 20 generic "First Grade" accounts (e.g. fg01@example.edu through fg20@example.edu) and "buy" 20 copies of the ebook. Have the students use that account for a year. When they move on, give the account and password to the next set of pupils coming in. This way, if you have purchased a book (and not just used free ones), you won't have to re-purchase it for the next year's class.