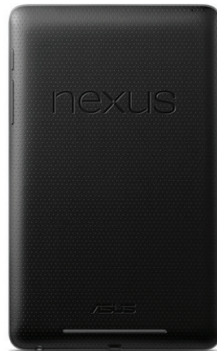


CONSUMER TABLET RUMBLE: NEXUS 7 VS. THE KINDLE FIRE

If you've been holding out on purchasing an iPad either due to the size or price, you might consider either the Nexus 7 or the Kindle Fire, two popular 7-inch tablets. Although the first generation Kindle Fire and Google's Nexus 7 both use the Android operating system and look virtually identical on the outside, I found my experience with them vastly different.



The Nexus 7 is snappy, responsive and a visual delight, whereas the Kindle Fire's home screen makes it much more difficult to select the right app or book than it should be—feeling pokey, opaque and sometimes difficult to use. In an effort to help you choose the right tablet for your needs, check out how each device holds up for several common uses.

WEB SURFING

Web browsers are, of course, featured on both tablets. However, the Kindle Fire runs web surfing through its Silk browser. Silk was supposed to enhance the delivery of information, but will most likely frustrate power-users. The Kindle Fire was created to enhance the user's ability to read Kindle books and shop on Amazon, but the irony is that navigating Amazon's website on the Fire is difficult at best.

MUSIC, MOVIES, BOOKS AND APPS

Although both devices feature a Netflix app and can easily play your music collection, the Kindle Fire taps into your Amazon account, streaming any music you've uploaded on to your Amazon Cloud Drive. The same is true for TV shows and movies purchased or rented through Amazon Prime.

While the Fire might be easier for media, if you have any need of a camera, the Nexus 7 is the way to go. The same goes for maps and GPS navigation.

ADDED TOUCHES

The Nexus 7 has two really interesting additions to the typical Android tablet—face and voice recognition. The face recognition kicks in if you turn on the option for a security password every time you turn on the tablet. In lieu of the four-digit PIN, it brings up the camera and asks you to hold your face up to the front-face camera—if it matches your mug, it logs you in. If not, it reverts to asking for your PIN. If you've used Siri on an iPhone or iPad, then using Google's voice recognition will be comfortable whether you are issuing commands to search the web, or dictating a short memo. The Nexus 7 also shines when you attach any of

a number of USB or Bluetooth devices, which the Kindle Fire is prevented from using by default.

SHOULD YOU WAIT?

By the time you are reading this article, Amazon may have released new versions of the Kindle Fire. But so long as the Fire product line is locked into Silk, I would wholeheartedly recommend that if you need a 7" tablet, grab the Nexus 7.

Kindle Fire: **\$199**

<http://www.amazon.com/KindleFire>

Google Nexus 7: **\$199 to \$249**

<http://www.google.com/nexus> ■



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