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Nature launches iPhone App, signals EPUB support next

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Nature, the world's leading science publication, unveils its iPhone application (app) today. iPhone and iPod Touch users can search, browse, read and bookmark full text content from *Nature* and *Nature News*, and search PubMed. The nature.com mobile app is available free of charge in the iPhone App Store and on nature.com from 1 February 2010.

The nature.com mobile app will work with the newly announced iPad from launch, and Nature Publishing Group (NPG) will be producing EPUB files that can be read using Apple's iBooks and other e-readers.

Access to the full text of all *Nature* and *Nature News* content through the app is free as an introductory offer until the 30 April 2010. Users will need to be registered on nature.com, NPG's publishing platform.

Users will be able to read full text articles immediately or save them for later, search nature.com, set up saved searches, or browse the latest news and research. To ensure that research papers and news articles are truly readable on the iPhone, NPG has designed the nature.com mobile app to provide high resolution, zoomable figures, and a special references view.

The nature.com mobile app also enables users to keep up with the latest relevant abstracts from PubMed, the widely-used search interface that provides access to over 11 million journal citations and contains links to full-text articles.

"The nature.com mobile app makes it easy to keep abreast of the latest in science news and research," says Dan Pollock, Associate Director, nature.com. "We look forward to feedback from the community and to finding out more about how people use their mobile devices to find and read scientific papers and news."

Enhanced functionality is planned for the nature.com mobile app later in 2010, and personal and institutional pricing options will be available. NPG will be trialing site license access with selected institutional customers. Subject to feedback from customers, NPG intends to roll out access to other *Nature* branded journals and publications available on nature.com, including *Scientific American*. An application for devices using Android is expected to be available within the next few months.

In the days following Apple's announcement that it will launch the iPad in 2010, NPG confirmed that nature.com will support EPUB files this year, enabling optimized content delivery options for mobile and e-reader devices. The open e-book standard, EPUB enables text display to be optimized for a particular display device. The file format is compatible with the Sony eReader and many other e-readers, phones and devices using Android, the iPhone and iPod Touch.

-ENDS-

Links:
Nature.com mobile app on iTunes
Nature.com mobile app on nature.com
App Store

About Nature Publishing Group (NPG)

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

NPG Nature Asia-Pacific is the Asia-Pacific wing of NPG, set up to serve the growing needs of the scientific and medical communities in the region, and has offices in Tokyo, Hong Kong, Seoul, Delhi and Melbourne. For more information, please visit **www.natureasia.com**.

Focusing on the needs of scientists, ***Nature*** (founded in 1869) is the leading weekly, international scientific journal. In addition, for this audience, NPG publishes a range of *Nature* research journals and *Nature Reviews* journals, plus a range of prestigious academic journals including society-owned publications. Online, nature.com provides over 5 million visitors per month with access to NPG publications and online databases and services, including *Nature News* and *Nature Jobs* plus access to *Nature Network* and Nature Education's **Scitable.com.**

Scientific American is at the heart of NPG's newly-formed consumer media division, meeting the needs of the general public. Founded in 1845, ***Scientific American*** is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 16 local language editions around the world it reaches over 3 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

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