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NPG launches a nature.com iPad app

PRESS RELEASE FROM NATURE PUBLISHING GROUP
24 January 2011

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Nature Publishing Group (NPG) today unveils the *nature.com Reader* for iPad. Users of the iPad application (app) can view all news content from *Nature* and article abstracts from *Nature*, *Nature Genetics*, *Nature Medicine*, *Nature Biotechnology*, *Nature Physics*, *Nature Reviews Microbiology*, *Nature Reviews Genetics* and *Nature Communications* free of charge. The nature.com iPad app is available free to download from the **iTunes App Store**. As an introductory offer, access to the full text of *Nature* is available free on the *nature.com Reader* until the 28th of February.

Access to the full text of the journals through the app is included in existing personal subscriptions. Alternatively, low cost thirty-day and annual mobile subscriptions offer full text access, including six months of archived content. For *Nature*, access via the iPad app is available for $9.99 for 30 days or $79.99 a year. Access to the other titles is $8.99 for 30 days or $69.99 a year. Subscriptions are paid for through the iTunes store. Mobile subscriptions provide access on both the *nature.com Reader* for iPad and the nature.com iPhone app.

Users will be able to read abstracts immediately or save them for later, set up saved searches, or browse the latest news and research. The nature.com iPad app also enables users to read abstracts from other journals by setting up a saved search with PubMed, the widely-used search interface that provides access to over 11 million journal citations and contains links to full-text articles, or arXiv, an archive for electronic preprints of scientific papers.

NPG has designed the *nature.com Reader* specifically for the iPad's larger screen. Articles are presented simply and clearly, and high resolution figures, pop-up references and data tables are handled by special helper views for an optimal reading experience. A future release of the app will allow iPad users to purchase a week's access to individual articles for $3.99, and support site license access via IP range. NPG has future plans to offer the remaining Nature branded titles on the *nature.com Reader*.

"Research articles contain detailed figures and data tables in addition to full text," says Dan Pollock, Associate Director, nature.com. "We therefore designed our app to take full advantage of the iPad's rich display features, so the reader can get the most enriching experience on their device by having access to the full information."

The nature.com iPad app is the latest mobile offering from NPG. On 22 December 2010, *Scientific American* launched a special one-off edition "Origins and Endings" on the iPad. "Origins and Endings," priced at $3.99, features a compilation of articles, interactive informational graphics, slide shows, and audio interviews with scientists and video supplements. The nature.com mobile app for iPhone was released in February 2010.

Links

nature.com Reader on iTunes
nature.com iPhone app on iTunes
Scientific American's "Origins and Endings" on iTunes
NPG introduces mobile and article 'rental' options (5 January 2011)
***Nature* launches iPhone App, signals EPUB support next** (1 February 2010)

-ENDS-

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.

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 *NatureJobs* 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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