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NPG launches interactive global science calendar

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Nature Publishing Group (NPG) has launched an expanded online calendar of global scientific events. The calendar provides users with a new way to search for science events, which can also be personalized and synced to a personal online or mobile calendar. The calendar is hosted on **nature.com**.

The calendar provides users with an innovative way to find important dates in science, as well as events that have been specifically selected by *Nature* editors. Content includes:

- Conferences
- Training courses
- Careers events
- Journal publication dates
- International observances
- Congress
- Historical anniversaries
- Astronomical events
- Webinars/virtual events

Users can synchronize their personal calendar automatically with the events calendar using the iCal feed. Feeds can be tailored by a number of preferences including subject area, location and type of event, to match their interests. The iCal feed is supported by Google Calendar, Microsoft Outlook 2007 and Apple iCal.

The idea for the calendar was put forward by Dr Andrew Jermy, Senior Editor, *Nature Reviews Microbiology*, through a scheme run by NPG's parent company, Macmillan Publishers Ltd, to encourage innovative ideas.

"Given my experiences of searching for key dates in the scientific calendar, both as an editor and as a scientist, the ability to generate personalized feeds to sync parts of our events calendar with that of the individual user will be of great value to the scientific community," said Dr Andrew Jermy.

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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 6 million visitors per month with access to NPG publications and online databases and services, including news and comment from *Nature*, *Naturejobs* plus access to *Nature Network* and Nature Education's Scitable.com.

Scientific American is at the heart of NPG's 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 14 local language editions around the world it reaches over 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

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