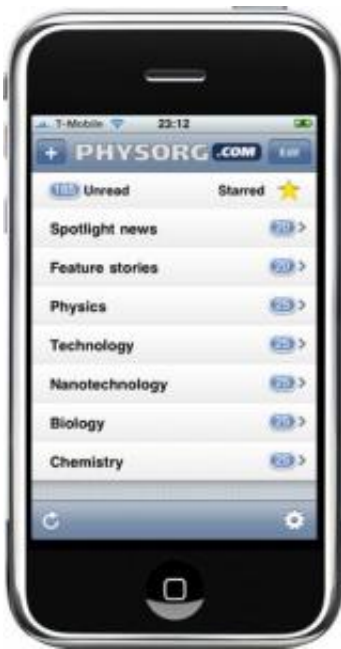


Stay in touch with PhysOrg while on the go -- iPhone Apps, Amazon Kindle, Podcasts

March 1 2010



The "Lite" and "Full" PhysOrg iPhone apps are available on the Apple App Store.

(PhysOrg.com) -- As our readers know, PhysOrg constantly strives to be on the cutting edge when it comes to the latest science and technology news. Most importantly, we want to get the news out to our readers as quickly as possible, even if they're away from the computer.

For this reason, PhysOrg is introducing three new high-tech ways for readers to wirelessly stay in touch with the latest science breakthroughs

while on the go. Now readers can read PhysOrg stories on the iPhone with new PhysOrg apps, listen to podcasts through iTunes on any MP3 player, and read stories on the Amazon Kindle. With 1.75 million readers every month, PhysOrg hopes to offer a mobile reading option for everyone.

PhysOrg iPhone App

Although iPhones, PDAs, and other devices have always been able to access a [mobile version](#) of PhysOrg.com, the new iPhone app is designed to make it even easier for iPhone users to read the text on the small screen, as well as offer other features.

The PhysOrg iPhone app comes in two versions: a ["Lite" \(free\) version](#) and a ["Full" \(paid\) version](#), both of which are ad-free. The “Lite” version allows readers to browse the top 10 daily news stories on PhysOrg.com. Readers may rate, bookmark and share favorite stories via Twitter or email directly using the app. Readers can also read stories in offline or “airplane” mode.

The “Full” version offers these features as well, but includes all PhysOrg stories in all categories. Readers may customize content by selecting their favorite categories, which include physics, technology, earth science, medicine, nanotechnology, electronics, space, biology and chemistry.

Readers can download the “Lite” and “Full” PhysOrg apps from the Apple App store. For more information about the apps (including a video demonstration), visit www.physorg.com/help/iphone/ .

PhysOrg Text-to-Speech Audio Podcasts

Every day, about 40 of the top PhysOrg stories (called “Spotlight News”)

are converted into text-to-speech (T2S) podcasts. You can listen to the podcasts online by clicking the speaker icon next to the story, manually download the podcasts into your MP3 player through an RSS feed, or [subscribe to the podcasts via iTunes](#). The T2S conversion process is powered by AudioDizer, an MIT-student-founded company. AudioDizer takes the podcast experience to the next level by using multiple voices, different accents, and music to enhance the listening experience. For more information on PhysOrg podcasts, visit www.physorg.com/help/audio/ .

PhysOrg on the Kindle

Readers can subscribe to PhysOrg stories through the Amazon Kindle e-reader through six feeds. The ["Spotlight News" feed](#) offers the top 40 or so stories of the day (the same stories that are converted to podcasts). Readers who are primarily interested in a specific subject can subscribe to one of five channel feeds, which provide all stories in that subject. The five channel feeds are Space and Earth, Technology and Electronics, Biology and Chemistry, Physics and Nanotechnology, and Medicine and Health. Already, PhysOrg has more than 350 Kindle subscribers, and the number is growing rapidly. For more information and to download PhysOrg feeds on the Kindle, visit www.physorg.com/help/physorg-kindle/ .

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