

Branson launching digital magazine for iPad

November 24 2010



British tycoon Richard Branson, pictured on november 11, on Tuesday will unveil a digital magazine tailored for viewing on Apple's popular iPad tablet computers, according to press conference invitations.

British tycoon Richard Branson on Tuesday will unveil a digital magazine tailored for viewing on Apple's popular iPad tablet computers, according to press conference invitations.

Word of Branson's plans to publish "Project" for delivery on iPads came shortly after Australian-born media mogul Rupert Murdoch hinted that his [News Corp.](#) empire will soon publish a digital newspaper for the hot Apple gadgets.

News Corp. has been tight-lipped about the project but 79-year-old Murdoch acknowledged in an interview last week that "The Daily" is in the works.

Branson said in invitations to the press that "Project" themes will include entertainment, travel, business, design, and international culture.

Billionaire entrepreneur Branson owns about half of Virgin Atlantic airline with its aircraft that boast Internet-age amenities such as power outlets at seats and wireless connections to the Web.

He recently said that his Virgin Galactic enterprise is on track to offer [commercial space travel](#) within 18 months, and that space hotels are next on the drawing board.

Invitations to the press event in New York City did not indicate whether "Project" would be provided as passenger reading on flights.

(c) 2010 AFP

Citation: Branson launching digital magazine for iPad (2010, November 24) retrieved 20 July 2024 from <https://phys.org/news/2010-11-branson-digital-magazine-ipad.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--