

German publisher Springer unveils iPad-only project

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A customer uses an Apple iPad. The Axel Springer Academy, established by Germany's eponymous publishing group, said Wednesday it would create a magazine designed to be viewed exclusively on the Apple iPad.

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"Kraftwerk D" is to cost 2.39 euros (3.20 dollars), would be assembled by 18 students and would mark "a world premiere for a school of journalism," a statement said.

The first issue was designed as a review of 2010 and relies heavily on multi-media and people who had not been featured on front-page news but who had nonetheless "influenced and continue to influence our

country."

Springer is very interested in the [iPad](#) phenomenon, and recently blocked free Internet access to its popular daily Bild in the aim of getting readers to pay for the newspaper.

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