

'Uncensored' Playboy coming to iPad: Hefner

January 19 2011



Playboy founder Hugh Hefner, pictured in 2007, is bringing his iconic men's magazine to the iPad.

Playboy founder Hugh Hefner is bringing his iconic men's magazine to the iPad.

The octogenarian publisher, in a message on his Twitter feed, @hughhefner, said current and back issues of [Playboy](#) would be available on the Apple device in March.

"Big news! Playboy -- both old & new -- will be available on [iPad](#) beginning in March," Hefner said.

He did not provide any more details but in response to a question from a Twitter follower Hefner said "Playboy on iPad will be uncensored."

A Playboy spokeswoman said Playboy for the iPad will be a Web-based subscription service with Bondi Digital Publishing that will be "iPad compatible and will utilize iPad functions."

She said the Chicago-based company also plans to release a "non-nude" version of a Playboy-branded iPad application in the coming months that "adheres to all of Apple's policies and guidelines."

[Apple](#) has a strict policy of banning nudity in applications for the iPhone and the iPad sold through its App Store.

Playboy already offers an iPhone application for 99 cents that does not feature nudity.

Hefner's iPad announcement came just over a week after he struck a deal to return Playboy Enterprises to private ownership.

(c) 2011 AFP

Citation: 'Uncensored' Playboy coming to iPad: Hefner (2011, January 19) retrieved 2 May 2024 from <https://phys.org/news/2011-01-uncensored-playboy-ipad-hefner.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>
--