

## Press Release

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**Free-of-charge Shimadzu News App for iPhone® and iPod® touch  
‘Online’ virtually anywhere on earth**

**Shimadzu-News magazine accessible through  
Apple mobile devices /  
Amazing functions including a ‘MyShimadzu’ section**

Shimadzu, one of the worldwide leading manufacturers in analytical instrumentation, has broken new grounds with the introduction of its *News App* for iPhone and iPod touch.

At first Shimadzu launched a *News Web App* for most common mobile platforms, such as Android, Blackberry and iOS smartphones. Now, users of Apple mobile devices can benefit from an iOS optimized version for iPhone and iPod touch that even works on the iPad®. They are able to contact Shimadzu directly, independent from PC or notebook.

Just like the *News Web App*, the *News App* features Shimadzu’s customer magazine, called Shimadzu-News. This magazine with 30,000 subscriptions covers articles on applications, products, new methods and analytical technologies. Additional functions of the Shimadzu News App, such as overviews on markets or product related articles, and an internal search function complete the offer.

The integrated order card of the ‘MyShimadzu’ section enables the user to order additional information on products, articles, the general

catalogue or just the e-Newsletter. Users with an ID for the exclusive section of Shimadzu's website will soon also be able to access the application database in order to learn more about possible applications.

Using the *News App* on the iPhone or iPod touch is easy – just download it from the App Store. The *News App* will self-install.

Both Shimadzu *News App* and the *News Web App* keep Shimadzu friends 'online' virtually anywhere on earth.

Shimadzu *News App*: available on the App Store



Shimadzu *News Web App*: available at [www.shimadzu-webapp.eu](http://www.shimadzu-webapp.eu)

(see installation guidelines for iOS and Android  
on [www.shimadzu.eu/info/news](http://www.shimadzu.eu/info/news))



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