nature.com on iOS devices

iphone & iPad
Who are you?
Mobile Internet Ramping Faster than Desktop Internet Did – Apple Leading Charge

iPhone + iTouch vs. NTT docomo i-mode vs. AOL vs. Netscape Users
First 20 Quarters Since Launch

Subscribers (MM)

Q1 Q3 Q5 Q7 Q9 Q11 Q13 Q15 Q17 Q19

Quarters Since Launch

~85MM
Mobile Internet
iPhone + iTouch
Launched 6/07

~31MM
~18MM
~8MM

Desktop Internet
Netscape*
Launched 12/94

Mobile Internet
NTT docomo i-mode
Launched 6/99

Desktop Internet
AOL*
v 2.0 Launched 9/94

Morgan Stanley

Note: *AOL subscribers data not available before CQ3:94; Netscape users limited to US only. Morgan Stanley Research estimates ~50MM netbooks have shipped in first 10 quarters since launch (10/07). Source: Company Reports, Morgan Stanley Research.
EVOLUTION: Gene duplicate holds back its sister
Nature Reviews Genetics, Wednesday, September 1, 2010

SMALL RNAs: A novel class
Nature Reviews Genetics, Wednesday, September 1, 2010

POPULATION GENETICS: Breaking down hybrids
Nature Reviews Genetics, Wednesday, September 1, 2010
Solar System older than previously thought

BY ADAM MANN

The origin of the Solar System may have been within a cloud of gas and dust like that of the Orion Nebula.
Enzyme-inhibitor-like tuning of Ca\textsuperscript{2+} channel connectivity with calmodulin

Xiaodong Liu, Philemon S. Yang, Wanjun Yang & David T. Yue

Ca\textsuperscript{2+} channels and calmodulin (CaM) are two prominent signalling hubs that synergistically affect functions as diverse as cardiac excitability, synaptic plasticity and gene transcription. It is therefore fitting that these hubs are in some sense coordinated, as the opening of CaV1–2 Ca\textsuperscript{2+} channels are regulated by a single CaM constitutively complexed with channels. The Ca\textsuperscript{2+}-free form of CaM (apoCaM) is already pre-associated with the isoleucine–glutamine (IQ) domain on the channel carboxy terminus, and subsequent Ca\textsuperscript{2+} binding to this ‘resident’
Results for: DISC1

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Experimenting with the price point.

Uptake has been better than expected – but not a significant revenue generator yet.
Marketing the app

• If you are not in the top 100, the App Store does not really help discoverability

• Apple do not give you conversion rates
Tablets ≠ Mobiles
EDITORIAL

The human genome at a glance

Nearly a decade on from the publication of the draft sequence of the human genome, researchers should work with the information already available and focus on applying it to the benefit of patients and society.

The race to complete the first human genome sequence had everything: the pressure to be first; its global audience enthralled — right down to a neck-and-neck sprint for the finish line. In the end, the result was basically a tie. The rivals — the international Human Genome Project and the private, for-profit company Celera Genomics of Rockville, Maryland — jointly announced the completion of their draft sequences at a televised press conference attended by US President Bill Clinton and UK Prime Minister Tony Blair.

The White House press statement articulated the hope, felt by many, that the finished map would lead to a future of personalized medicine.

WATSON'S GENOME

In 2008, Jonathan Rothberg of the Roche Institute of Molecular Medicine sequenced the genome of James Watson, co-discoverer of the molecular structure of DNA. Not only that, but he did it in record time! We asked him how he and his team managed to transform the art of genome sequencing.

3. Jonathan Rothberg on James Watson's reaction to having his genome sequenced.

James Watson, a woman with acute myeloid leukemia (AML), a Yoruba male from Nigeria and the first Asian genome.

CANCER GENOMES

In 2008, a team from Washington University identified 10 mutations in the genome of a patient with acute myeloid leukemia (AML) to determine how cancer progresses at the most basic genetic level. We asked team leader Dan Marks about the possible therapeutic benefits of sequencing individual patient's tumours.
Mayans converted wetlands to farmland

BY AMANDA MASCARELLI

The ancient Maya civilization is widely recognized for its awe-inspiring pyramids, sophisticated mathematics and advanced written language. But new excavations, which have rivalled that of previous digs in wetland areas, indicate that Maya agriculture systems, which other areas cope with by developing intensive agriculture, were one of the most advanced ancient societies, lived in sprawling and sprawling...
Holographic three-dimensional telepresence using large-area photorefractive polymers


Figures at a Glance

Holography is a technique that is used to display objects or scenes in three dimensions. Images, or holograms, can be seen with the unassisted eye and humans see the actual environment surrounding them. The concept of 2D telepresence dynamic hologram depicting a scene occurring in a different location, has attracted interest since it was depicted in the original Star Wars film in 1977. However, the computational power to produce realistic computer-generated holograms and the and dynamically updatable holographic recording media have prevented realization of the concept. Here we use a holographic stereographic technique and a photorefractive polymer material as the recording medium to demonstrate a holographic display that can refresh images every two seconds. A 50 Hz nanosecond pulsed laser is used to write the holographic pixels. Multicoloured holographic 3D images are produced by using angular multiplexing, and the full parallax display employs spatial multiplexing. 3D telepresence is demonstrated by taking multiple images from one location and transmitting the information via Ethernet to another location where the hologram is printed with the quasi-real-time dynamic 3D display. Further improvements could bring applications in telemedicine, prototyping, advertising, updatable 3D maps and entertainment.

3D display technology is attracting much public attention; events include the recent release of 3D films such as Avatar, the 2008 US election-night 'hologram' reporter interviews from CNN (http://www.cnn.com/2008/TECH/11/06/hologram.yellin/index.html), and the demonstration of 3D televisions by some manufacturers (http://www.3dtvsource.com). As dramatic as these effects are, the
Holographic three-dimensional telepresence using large-area photorefractive polymer


Holography is a technique that is used to display objects or scenes in three dimensions. Images, or holograms, can be seen without the assistance of glasses, allowing humans to see the actual environment surrounding them. The concept of 3D telepresence, which was demonstrated in the original Star Wars film in 1977, has been enhanced by advances in computational power and the ability to produce realistic computer-generated holograms. In recent years, photorefractive recording media have enabled the development of holographic stereographic techniques, which can be used to create holographic displays that can be updated in real-time.

3D display technology is driving much public attention, with recent releases of 3D films such as Avatar, the 2008 US election-night ‘hologram’ report, and the demonstration of 3D telepresence by some manufacturers. This development has led to dramatic improvements in the user experience, combining 3D images with spatial multiplexing and full parallax displays, resulting in a more immersive viewing experience. The use of holography has been shown to overcome the limitations of traditional visualization methods, providing a more realistic representation of the environment.

3D display technology is also being used to enhance the display of holographic images, such as those used in telepresence applications. The technology is being used to create holographic displays that can be updated in real-time, allowing for more natural and intuitive interactions. These displays can be used in various applications, such as telemedicine and advertising, where they offer a more engaging and interactive experience.

Holographic technology has also been used to create dynamic displays, such as those seen in the 2008 US election-night ‘hologram’ report, which used dynamic holographic recording media to create holographic images that could be updated in real-time. These displays can be used in various applications, such as telemedicine and advertising, where they offer a more engaging and interactive experience.
What’s next?

Artist Ron Miller takes us on a journey to eight of the most breathtaking views that await explorers of our solar system. The scale of these natural wonders dwarfs anything Earth has to offer. What might we see and feel if we could travel to these distant domains? By interpreting data from probes such as NASA’s Cassini, which is now exploring the Saturnian system, and MESSENGER, which goes into orbit around Mercury in March 2011, the artist’s eye allows us an early visit to these unforgettable locales.
Time’s Up!

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