

Digital papers an instant hit
New Straits Times
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MORE TO COME: 1,500 sign up for NST, BH and Metro

KUALA LUMPUR: WITHIN 12 hours of their launch, the new digital newspapers by New Straits Times Press received overwhelming response yesterday.

As at 5pm, more than 1,500 people had subscribed to the digital editions of the New Straits Times, Berita Harian and Harian Metro.

NSTP information technology director Dr Rodaina Ibrahim said the subscriptions looked promising, adding that she was confident that the digital newspapers would reach their target soon.

"With better features to our digital newspapers, we believe they can increase our readerships in the near future.

"As we are looking at convenience and efficiency, one of the features, which allows readers to view pages while waiting for others to download, will allow us to meet our target," she said.

Rodaina said subscribers would not only be able to enjoy replicas of the printed newspapers, they would also receive breaking-news alerts, which are synchronised with the online versions of the papers.

The digital newspapers are available from 6am every day.

Among other features offered by the digital newspapers are video galleries, an audio reader function, the ability to share articles via Facebook, Twitter and email, zoom features, bookmarks and advanced search functions.

To enjoy the free trial period of the digital edition of the New Straits Times until June 30, go to the Apple iTunes Store or App Store on the Apple iPhone, iPad or iPod and key in "NST Digital" in the search window in the store front.

Click on the free app button under the NST Digital icon to launch the digital edition.

Finally, follow the three registration steps and log in with your username and password to enjoy the digital version of the New Straits Times.

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