

## Taylor & Francis Online goes mobile!

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Taylor & Francis have created **Taylor & Francis Online Mobile** which provides mobile access to the 1,600 Journals and Reference Works available via [Taylor & Francis Online](#) from today.

**Taylor & Francis Online Mobile** allows users to access knowledge via iPhone, Android, Blackberry and tablet devices.

This new service is free to use, and offers the following benefits to users:

- Readers are able to link to their institution's content via a quick and easy pairing process, as explained in our [video demo](#);
- The interface is optimized to allow browsing, reading and searching – making the most of smaller screens by using HTML 5;
- Users are able to login and share links to content via social networks and email;
- They can also create their own favorites list which is simultaneously saved on Taylor & Francis Online.
- Clearly identified branding

Commenting on this development, Ian Bannerman, Taylor & Francis Journals MD states, "We are pleased to provide convenient and intuitive access to our content for readers on the move. Mobile integration with institutional holdings now provides seamless access to Taylor & Francis journals and gives librarians a more complete view of their usage".

Getting started on Taylor & Francis Online Mobile involves simply typing the url [www.tandfonline.com](http://www.tandfonline.com) into the browser of a mobile device. There is also help and instructions available to get users started at <http://www.tandfonline.com/page/help/mobile>.

Taylor & Francis Mobile is a mobile optimized website often referred to as a 'web app'. You do not need to go to an 'app store' to obtain the mobile version simply open the browser.

The mobile site works on the following versions of Android, iPhone and Blackberry:

- iPhone and iPod devices running OS 3.2 or later
- iPad 3.2.2 or later
- Android 2.2 or later
- BlackBerry OS 6 (including the Torch 9800)
- BlackBerry Tablet OS devices (including PlayBook)

If a user's mobile device is not supported they can still view Taylor & Francis Online, but will be directed to the full version of the site rather than the mobile.

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From our network of offices in Oxford, Philadelphia, Melbourne, Singapore, Beijing, Tokyo, Stockholm, New Delhi and Johannesburg, Taylor & Francis staff provide local expertise and support to our editors, societies and authors and tailored, efficient customer service to our library colleagues.

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