

AFP to launch iPad app in Arabic

PARIS, FRANCE: The new offering is a free app from the App Store allowing access to a selection of news stories, photographs, video and graphics produced by the agency's Arabic editorial desk backed by a global network of AFP journalists.



"Thanks to its 16 offices in the Near and Middle East, AFP is the leading news agency in the Arab-speaking world. We bolstered our presence in the field in 2011. The launch of an iPad application in Arabic confirms our aim of boosting our presence and links in a changing region," said Agence France-Presse chairman and chief executive Emmanuel Hoog.

The best of international news is available in real time from the app's home page which highlights the latest general news in video or stills. Visuals are backed up by an article.

"Front page", "World", "Middle East", "Sports" and "Economy" sections can be accessed from the home page along with a selection of alerts via a screentop breaking news ticker in the app.

The app is also designed to make it possible to add information context through video and photo slideshows along with captions. Several photo galleries also showcase the best images of the day in sports, fashion, arts and offbeat via this entry. In addition, AFP also offers a magazine section specially designed for the iPad by its web and mobile editorial desks.

The magazine comprises two sections featuring text, photos, videos and graphics:

- Another take: the world today through AFP features and "offbeat" items
- Analysis: insight into and analysis of news-breaking events.

The launch of the Arabic version coincides with an update of AFP apps in English, Spanish and Portuguese, which now includes sharing functions in Facebook and Twitter.

Some content is also available on the iPhone app launched by AFP in January 2010 in five languages (Arabic, English, German, Portuguese and Spanish).

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