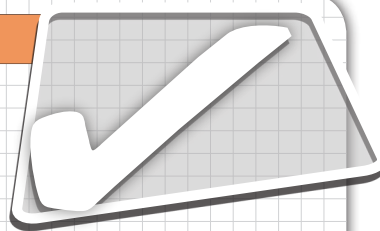


# EXPERT ADVICE

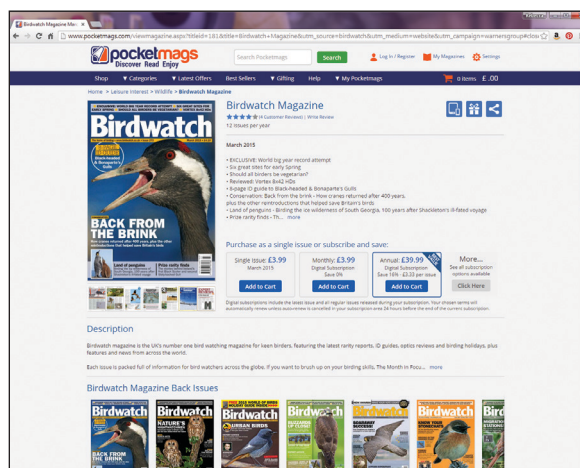
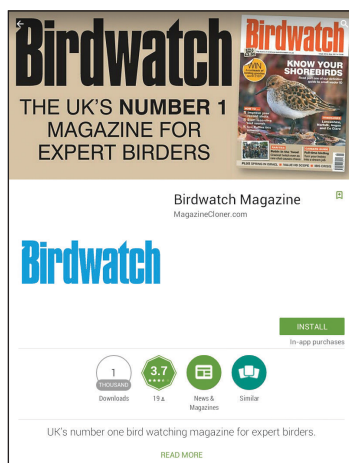
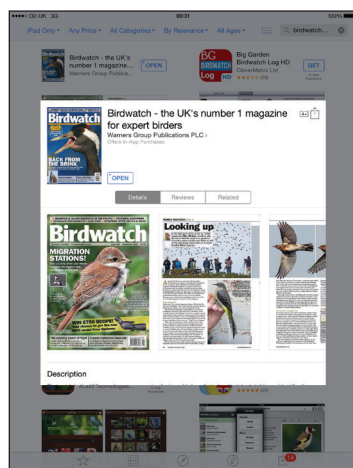


## HOW TO ...

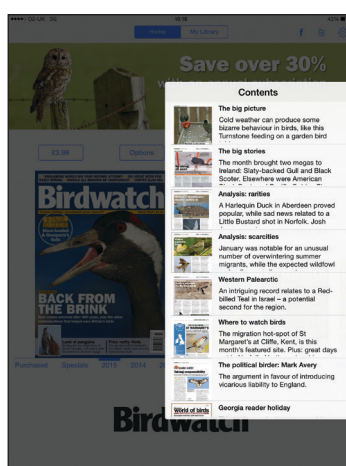
# Make the most of the digital edition

Technology can improve your birding skills and knowledge, and this even applies to your favourite birding magazine. **Rebecca Armstrong** explains how to download and get the best out of the digital editions of *Birdwatch*.

**THE** digital editions of *Birdwatch* really bring the magazine to life, with video footage and sound files of selected species enhancing the content which you know so well from printed issues. These digital editions are available via an app in iTunes (for iPads and iPhones), Google Play (for Android platforms) and Pocketmags (for PCs and laptops). This easy-to-follow guide is all you need to get started. See page 54 for more details.

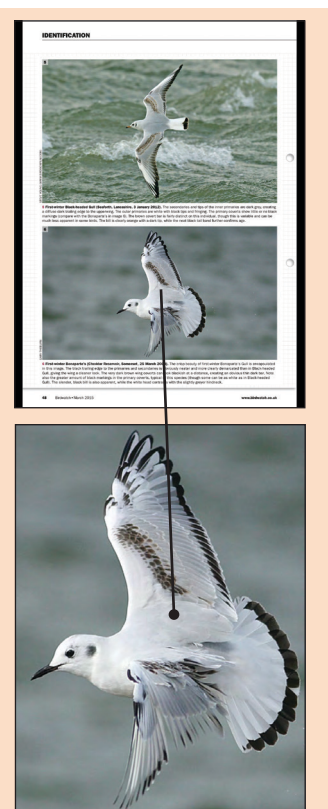


First you need to download the app to your device. If using an iPad or iPhone, go to the App Store and search for *Birdwatch* (left). On an Android tablet or phone, search for *Birdwatch* in the Google Play Store (centre). Then tap 'Install' to download the app. The app is free and gives access to a sample issue of the magazine. If you want to access the digital editions via a computer, go to [www.pocketmags.com/birdwatch](http://www.pocketmags.com/birdwatch) (right) and purchase the issues.

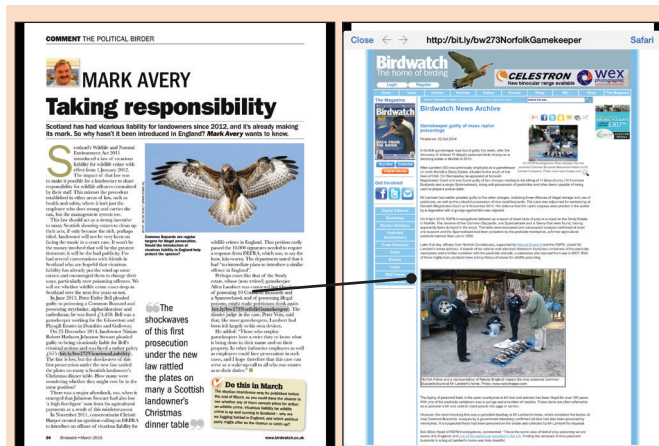


Once you've downloaded the app, you can access digital issues going all the way back to February 2004 – print versions of back issues are no longer routinely available. Older copies cost just £2.99, so this is a great way to fill any gaps in your collection. For each issue there is a free list of contents and preview. In the app, you can purchase single editions or subscriptions for six months or 12 months. These cost £3.99, £19.99 and £39.99 respectively, and compare favourably with the print edition of the magazine, which costs £4.10. Digital issues are published before the print version, and you receive a push notification when the issue becomes available.





Now you've got access to the issue, there are three ways to find your way around. Swipe backwards or forwards to go through page by page. You can also use page jumps. Wherever you see a page reference, like on the Contents page (above left), tap it to be taken directly to that page. Go to a particular page by tapping near the bottom of the screen to bring up the navigation bar (above right). Use the slider to move to the page in question and then tap to select it. Zoom in on text or images by using thumb and forefinger – this is particularly useful for seeing finer plumage detail on ID photos (top right and bottom right).



Another benefit of the digital edition is that web and email addresses are 'live'. If, for example, a news story looks interesting, tap the URL to be taken to the site in your browser (left and centre left). To return to the issue once you've read the story, tap 'close'. You can also directly access your email account. Tap any email address, then tap the 'forward' icon (centre right and right) to open your email provider.



You can access bonus material such as video and sound files (please note, however, that issues prior to November 2012 do not have these extras). We're constantly improving our digital offerings, and the latest innovation is the use of hot-spots. The above two icons denote a hot-spot; you will find them throughout the digital magazine. Tap the icon to reveal either video (left) or a sound file (right). Once the media has finished playing, swipe forwards and then backwards again to make the player disappear. ■