

ng Industry's leading magazine

Mining Magazine



Introducing the new **Mining Magazine** app for iPad

One step ahead

While researching this month's feature on the ever-evolving role of consultants in the mining industry (see 'Custodians of knowledge', page 87), I encountered one key driver of change time and time again: digital technology.

The introduction of innovative and affordable devices such as mobile phones, laptops and tablet computers has revolutionised the mining industry, and not just from a consultant's perspective. It is now possible to consult with your colleagues in Toronto via a video link when working on a remote mine site in Mongolia, update a geological model for a mining team in the Australian outback from an office in Perth, or use a digital manual to troubleshoot a drill rig 1.5km underground.

The digital revolution has enabled the globalisation of the mining industry. It is unusual to find a decision-maker within a mining company, service or equipment provider who doesn't spend a significant portion of their time travelling to different sites around the globe.

We at *Mining Magazine* pride ourselves on being in step with our community. We are always looking for ways to better meet the needs of our readers and advertisers, and it therefore gives me great pleasure to reveal that *Mining Magazine* is the first global mining title to launch an iPad app.

Available now from the App store, the *Mining Magazine* app will feature all the content delivered in each issue of the print magazine and more. With interactive features and multimedia content, the app provides a new and exciting way to catch up on the latest news and in-depth analysis from the mining sector.

It is free to download, and each issue will be delivered straight to your iPad – no more waiting for the post to arrive. Better still, you can carry around and access offline all of the in-app issues while travelling or out on site.

The app is simple to use and intuitive. You can skip directly to the articles that interest you the most, or flick through the pages at your leisure. Bookmarks can be added if you wish to save a page for later reference, and there is the capacity to annotate articles and make notes. Keywords can be searched at the touch of a button, and a dictionary function allows you to tap on terms for an explanation.

Want to share an article with a colleague or customer? The app allows articles to be sent by email and shared via Twitter. For further information on the app and the benefits that it offers, in addition to a FAQ section, visit app.miningmagazine.com.

For our advertisers, the app offers a new opportunity to interact with their target audience. Video, audio, slideshows and animations can be embedded into adverts to make them more dynamic and eye-catching.

Of course, the print version will still be there for those who prefer paper and ink, but I predict that, as Apple founder Steve Jobs said: "People don't know what they want until you show it to them."

CARLY LOVEJOY, EDITOR

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Федеральная государственная бюджетная организация
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Уральского отделения
Российской академии наук (ЦНБ УрО РАН)



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- Bulk handling and stockpiling
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COVER

The new *Mining Magazine* app for iPad brings you all the content from the print edition plus interactive features, additional multimedia content in an easy-to-read format.

Photo: Zoe C Photography
www.miningmagazine.com

