

musicGPS™ – *the soundtrack of your life* now available as an iPhone app

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Pensive SA and CTU have today announced the eagerly awaited release of **musicGPS™** – the iPhone app that lets users capture the soundtrack of their life wherever they go.

Managing Director of Pensive, Peter Brown, said “This is an exciting new application as it opens up a new way of discovering and navigating information about musical events but also accelerates the trend towards users having greater management of so-called social objects in digital space”.

The app runs on the latest release of the ever-popular iPhone from Apple and makes primary use of the integrated music player and GPS functions of the iPhone. “It lets users record the soundtrack of their lives in terms of what they listen to on the iPhone, and at the same time contribute to a rapidly-growing musical landscape that’s waiting to be explored online”, added Antony Pitts, composer and coordinator of the research and design team CTU, that is behind the vast **musicDNA** project.

How it works – You, Here, Now™

Peter and Antony have outlined the main functions of version 1.0 of **musicGPS**, putting the emphasis on users building their own “musical DNA”, by keeping track of what they listen to, where, and when. “What’s really nice, is that users can also take (or choose) a photo and even add a ‘note-to-self’ to a piece of music while using **musicGPS** on their iPhone – this just adds detail to the context of our listening experiences, the link between music and place and feeling”, Antony explained. “It really is ‘you, here, now’ – it’s who you are in musical terms.”

“The user controls what information is recorded about each musical event”, added Peter, “and our next version will allow users to network their information and share it with others. Ahead of many social networking services, **musicDNA** will allow the user to determine precisely how much and with whom to share their information”.

The future of musicGPS...

musicGPS is the first step of an ambitious collective project to map the musical universe: **musicDNA™**. “**musicDNA** is a new way of discovering and navigating information about musical events”, Antony enthused. “Every time you listen to a piece of music, you create a ‘listening event’, with information captured about where and when you listened, and an opportunity to note what you were thinking and even photograph what you saw. And so each listening event becomes a social object that can be talked about, referred and linked to, discovered, annotated and shared.”

“We kept to the lowest possible price point for **musicGPS**”, explained Peter, “so that as many iPhone and iPod touch users as possible can download the app and start recording their listening history. **musicDNA** will follow as a series of web-based services, adding social networking but also tapping into some very impressive and highly respected musical sources for users to browse, annotate and share.”

ENDS

musicDNA is a new way of discovering and navigating the musical landscape, changing it as you go.
musicGPS gives you advance access to this exciting project to map the musical universe.
musicGPS lets you record the soundtrack of your life – wherever you go.

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Technical Information

iPhone OS 3.0+ required.

iPod touch has no camera or GPS functionality.

Full details of how to use **musicGPS** can be found at: www.musicDNA.info

musicGPS is available in the iPhone App Store, iTunes (requires an iTunes account):

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=323855919&mt=8>

Company History

musicDNA™ and **musicGPS™** are provided through a partnership between Pensive and CTU.

Pensive S.A. (Belgium) provides a range of information management services that offer “GPS for your information” – either figuratively (in the sense of helping users find their way through difficult or unknown “information territory”) or literally – in the case of **musicGPS™**. Pensive’s unique approach to treating items of information as distinct “social objects” and valued assets, allows users to organize, identify, discover, navigate, annotate and share information more easily and – in contrast to most so-called “Web 2.0” services – always under the user’s control.

CTU is a research and design team whose members have collaborated at the BBC, at Unknown Public, and at the Royal Academy of Music in London. The **musicDNA** project stems from a long-standing research interest in the nature of musical, historical, and aesthetic time, and is about understanding and mapping the essential structure of musical events and resources in order to visualize and navigate this rich semantic space.

For further information:

about **musicGPS**, see www.musicdna.info

about **Pensive**, see www.pensive.eu

“musicGPS”, “musicDNA”, “The soundtrack of your life” and “You, Here, Now” are all trademarks of Pensive S.A. and CTU.