

Uploading Music to M.P.E. (Firmware)

In order to upload music onto the MPE, one must first connect it to either an Apple or Windows platform PC. This is done through the micro USB port located on the bottom of the MPE, which then connects to the PC through a standard USB port. The MPE's PC software will be stored within its firmware and will automatically install/launch when connected to a PC. The application's interface will be comparable to that of iTunes, and will load the user's music library. The attached MPE will display and provide the option for the user to personalize the name of the device. In order to add music to the MPE, the user can simply drag the desired music (playlists, artists, songs, etc.) from the music library onto the MPE icon. Once the music files are done syncing to the MPE, it can be disconnected from the PC and connected to a Portable Media Player.

Connecting M.P.E. to Portable Media Player (Application)

An MPE can be attached to a Media Player using its 30-pin connector. The associated application must then be activated. The application will essentially replicate the Media Player's preexisting interface, including "finger flick scrolling", cover flow, etc. The "Playlist" menu will be the first screen displayed when the application launches, listing all playlists stored on the attached MPE. Additionally, the user will be presented with the 'artists', 'songs', 'albums', etc., viewing options. Deviating from the standard Media Player interface will be the method of sorting within the "Songs" menu.

Initially, in place of having songs divided alphabetically, they will be divided by playlists' titles (*see fig. 1*). Individual songs that were not associated with specific playlists will be listed at the bottom of the scroll in the order in which they were added to the MPE. The user will also have the option to reconfigure the sorting to alphabetical order. There are two current concepts on how to design this feature:



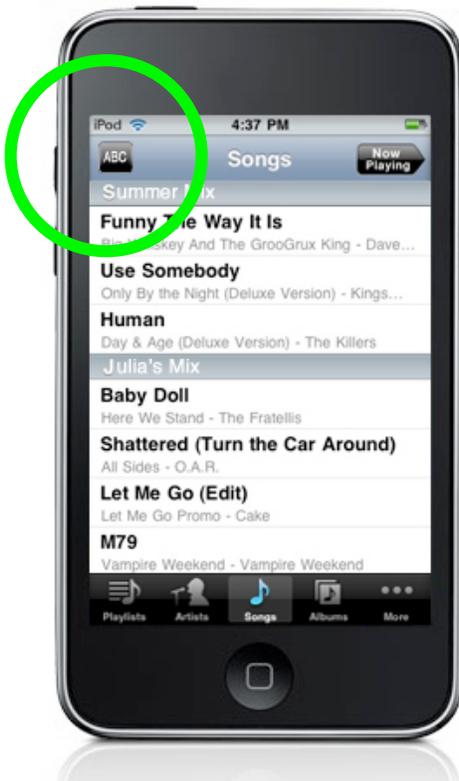
Fig. 1





Fig. 2a

- 1) When the user presses and briefly holds the screen, upon release, they will be presented with an “ABC/List” button (*see fig. 2a*). If they click ‘ABC’, the songs will rearrange into alphabetical order. If they click ‘List’, the songs will again be cataloged by playlists.



- 2) There will be a button located in the upper left portion of the Songs Menu Screen. Tapping the button will toggle between sorting options (*see fig. 2b*).



When a particular song is playing and the user double taps on the screen, the cover art will flip to display the entire playlist from which it derived. They, however, will have the ability to display the original album ordering as well. Styling concepts for this feature are similar to that of the “Song Menu” sorting (*see fig. 3a and 3b*)



Fig. 3a

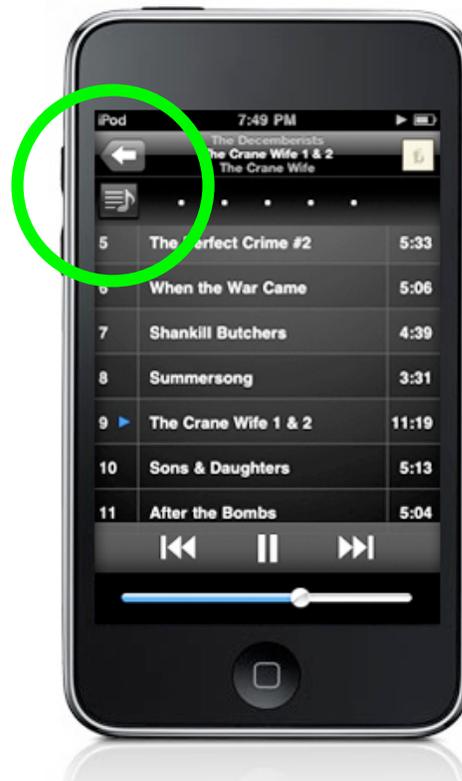


Fig. 3b

The application will offer the option to purchase each song through an Online Music Store. When a user swipes his finger from left to right across any song, it will reveal the option to purchase the file (*see fig. 4*).

The ‘Search’ feature will also be present in the interface, which will appear when you scroll to the top of sorting menus.



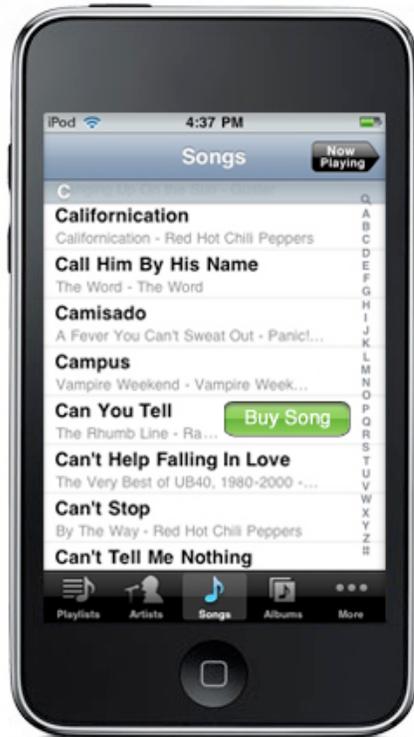


Fig. 4

On-The-Go: Our goal is to emphasize that this activity is developed around the enjoyment of creating and sharing playlists. For this reason, we want to include the ‘On-The-Go’ feature and rework it to simplify and improve the process. When a user presses and holds a song, in addition to the ‘ABC/List’ options, they will be presented with an ‘On-The-Go’ icon (*see fig. 2a*). If they press the ‘On-The-Go’ button, the selected song will be added to an ‘On-The-Go’ playlist in the ‘Playlists’ menu. Within the ‘On-The-Go’ screen, the same options that are currently available (Clear, Edit: delete song, shift song order) will be provided. Additionally, when in

the edit screen, if the user taps the ‘On-The-Go’ title, they will have the option to rename the playlist (*see fig. 5*).

Possible Advertisement Integration

Depending on manufacturing costs, in order to keep the retail price point low, we may integrate an advertising component within the application. In an effort to not taint a user’s initial experience with the product, we would set up a unique, gradual advertising system. The application will recognize if an MPE is being played on the particular iPhone for the first time. If it is a first time experience, the application will run interruption free. If, however, it is a repeat listening, then both audio and visual advertisements will be dispersed throughout the songs. Audio advertisements will be



Fig. 5



allocated between song changes whereas visual advertisements will be sporadically displayed over cover art. There will be an “Ad-Free” version of the application available for purchase.

Possible Additional Features

In order to strengthen the appeal of the device, there are supplemental features that we would like to incorporate in some fashion. These features include, but are not limited to: Artist Information, Song Lyrics, and Tour/Ticketing information. These benefits will be drawn from web-based resources and will require no labor on the part of the user. The most appropriate way to integrate these features has yet to be determined. We would like to explore these services further throughout the development of this project.

