

Various MPE Concepts

Gifting (Buddle Bundles)

If a customer purchases an MPE with the intention of gifting it, it is reasonable that they would also want the ability to include music files that the recipient would be able to keep for their own personal use. However, because of copyright protections, the standard MPE system will not allow this action.

One concept that addresses this matter is to provide the giver with the option to purchase “Empty Music Mixes” in varying capacities. They will then be able to load those spaces with any music from their current music library. These designated and paid for music bundles, are then authorized for transfer from the Buddle to the recipient’s storage device.

The current legal option to digitally gift music is to repurchase the files and send them to the recipient through an e-mail service. However, since the user has already purchased the music files initially, it is improbable that they will be willing to pay for the same music a second time. This system influences the public to seek cheaper, illegal methods to transfer music.

Our system provides consumers with a more sensible alternative to gifting music legally. As a result, it should dissuade the use of piracy as a primary means for exchange.

Streaming

The owner of a Buddle may be reluctant to give their possession to another person. However, they may still want to be take part of the music sharing community. We will have to create an option to suit this need. A solution is to integrate an online streaming feature.

When a Buddle is inserted into a Media Player, the MPE Application will have an option to pull the tagging information from the songs and save them in order. The application will then be able to link up to an online radio and stream the selected songs. As long as the user has Internet access, the songs can be accessed anytime, without the necessity of an attached MPE.

Pros: The customer does not have to give their own Buddle that they purchased to another person. They are still able to share desired music and demonstrate their ability to make a mix.

Cons: The online radio may not have a particular song or be able to determine the correct version. Solution: An alert will have to be displayed to the user if this occurs. If multiple versions of the song are offered, the application may provide the user with the option to choose which one they would like to hear.

Playback

Another concept to appease copyright protection is to limit the listening count of songs stored on an MPE. The MPE Application will be able to recognize how many times a particular song/playlist has been played on a specific Media Player. Once it has reached a set amount of playbacks, the application can then de-authorize the media from playing. This restriction will compel users to purchase particular songs that they desire to listen to further.



Music Demoing/Renting

A rather recent innovation that is becoming increasingly more popular, is the service that allows users to listen to full-length songs and albums online, categorized from a massive library of musicians (i.e.: *Pandora*, *Groove Shark*). This feature has been gradually seeping onto Media Players through 'app' programs. The MPE allows for an innovative and fresh approach to this service. Because of the tight security structure developed for the MPE software (restricting the transferring of files from the MPE to another machine), the ability to control and regulate the users interaction with the music files allows for an opportunity. It allows the prospect to develop a specific file type that is limited to being played exclusively through an MPE. This permits the possibility to create an iPod specific variation of a 'free' music listening service.

The concept is to create a system that allows users to search through a full library of artists and songs and instead of purchasing them then, they will have the opportunity to download a file that will allow them to listen to it in its entirety, however only through an MPE that is connected to an iPod. The user will be able to view, organize, and manage these files in iTunes, however they will not be able to play them. The interaction will be similar to how iPod applications and games are displayed within iTunes, but are unable to be played. We are certain that the inconvenience of having to listen solely on the MPE will inspire the consumer to purchase the full file. We are providing a sort of 'test-run' of the music. Some additional concepts that will impede the users ability to abuse the service are highlighted below.

Set Amount

Rotation (*Netflix*): Limit the amount of songs users have at one time in their demo library.

Membership

Monthly Membership Fee (*Netflix*, *Napster*, *Rhapsody*): Users have to pay monthly but can demo as many songs as they can fit on their MPE.

