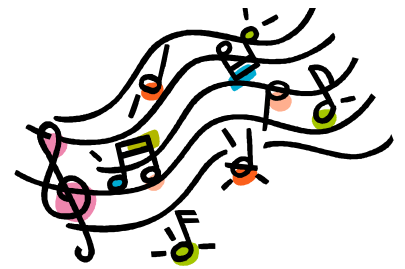


# Pandora



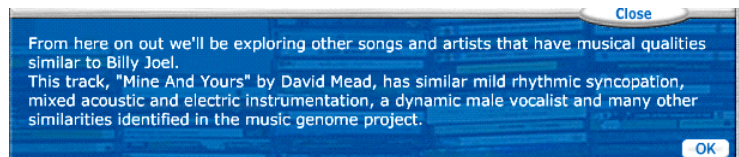
www.pandora.com

## WHAT IS PANDORA?

Pandora is a music discovery service designed to help you find and enjoy music that you'll love. Pandora is powered by the Music Genome Project. Creators of the project assembled hundreds of musical attributes or "genes" into a very large Music Genome. Taken together these genes capture the unique and magical musical identity of a song, which includes characteristics like melody, harmony, rhythm, instrumentation, arrangement, lyrics, singing, and vocal harmony.

## HOW DOES PANDORA KNOW WHAT TO PLAY?

Pandora is a music discovery service designed to help you find and enjoy music that you'll love. Pandora is powered by the Music Genome Project. Creators of the project assembled hundreds of musical attributes or "genes" into a very large Music Genome. Taken together these genes capture the unique and magical musical identity of a song, which includes characteristics like melody, harmony, rhythm, instrumentation, arrangement, lyrics, singing, and vocal harmony.



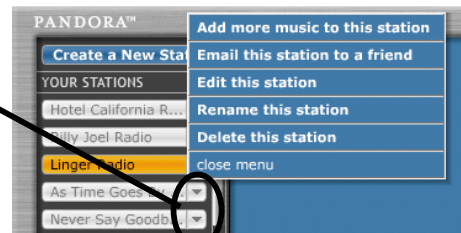
## CREATING A STATION

- Go to [www.pandora.com](http://www.pandora.com)
- Login or create an account
- Create a station
  - Click Create a New Station
  - Type in the name of an ARTIST or the title of a SONG (adding an artist name, will expand the music selections much more than selecting a song name)
  - Pandora gives an explanation of the types of songs it will be selecting for you



To start things off, here's a track that's musically similar to "Hotel California" called "Heartlight" by Kenny Loggins, that features demanding instrumental part writing, mixed acoustic and electric instrumentation, minor key tonality, a dynamic male vocalist and acoustic rhythm guitars.

- Delete/edit/add to your station
  - Click the arrow dropdown button next to your station name to get the menu
  - If you add more music to the station, the selection of music will be expanded
  - Notice that you can also e-mail the station to someone else



## SETTING THE MUSICAL DIRECTION FOR YOUR STATION

- When a song starts playing, and you want to view options, simply click on the graphic of the album cover for that song.
- Several options are available:

The screenshot shows a menu with the following options:

- Why did you play this song?**: Based on what you've told us so far, we're playing this track because it features a subtle use of vocal harmony, mixed acoustic and electric instrumentation, an electric guitar solo, acoustic rhythm guitars and narrative lyrics.
- Make a new station from this song**: Generates a new station based on the song
- Buy this song from iTunes** and **Buy this album from Amazon**: Takes the user directly to iTunes (buy just the song or the entire album) OR Amazon (buy the album) and does a search for the song
- I like it** and **I don't like it**: "I like it" plays more songs like this; "I don't like it" skips the current song and does not play similar songs in the future
- Add to Your Favorites Page**: Adds the song to your Favorites page. You can keep a running list of favorite songs. When you click on one of your Favorites, you will be shown the album from which the song came and can hear a sample of the song. You are also given links to Apple.com or Amazon.com for purchasing purposes.
- close menu**: A button to close the menu.
- Guide Us**: A button circled in red, which leads to the next section.

- If you click "Guide Us", you will see options that set the direction for your station.

Great to hear from you! Tell us what's on your mind:

- I really like this song - play more like it!
- I don't like this song - it's not what this station should play.
- Why is this song playing?
- I want to add more kinds of music to this station.

## FINDING OTHER STATIONS

- Click the Share menu at the bottom of the player screen
- You have two options:
  - Listen to a station someone you know has created by entering an email address
  - Scroll through and select one of the top 20 most shared stations

Listen to one of your friend's custom stations:

friend's email:

Or, try one of the top 20 most shared stations from the Pandora community:

- Wilco Radio
- Nirvana Radio
- Bright Eyes Radio
- Telepolis Radio

Help Share Account smcliff@hotmail.com

## FYI

- Pandora comes in two versions; both versions have exactly the same features:
  - Free – Advertising-supported (only one I have seen so far is for iTunes)
  - Subscription – No advertising (12 months = \$36; 3 months = \$12)
- You can have up to 100 stations
- Pandora's music library contains approximately 300,000 songs from over 10,000 artists
- System requirements: Flash 7 or 8; Windows 2000 and XP with IE 6 and Firefox OR Mac OS X 10.3+ with Safari and Firefox
- Pandora's music licenses require some limitations
  - You cannot skip an unlimited number of songs each hour
  - You cannot rewind to replay a specific song
  - You cannot request a specific song – just a type of song (but it usually plays on the station at some point)