

About SonicSwap

25 Words

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SonicSwap stores and automatically converts iTunes playlists into video playlists of original and live music tracks, allowing anyone to legally play their music anywhere. It also calculates members' top artists, genres and tracks over the last 90 days to generate additional playlists of their favorite music they can enjoy anywhere.

100 Words

SonicSwap, the first social platform built directly on iTunes, automatically converts playlists into video playlists of original and live music tracks, allowing anyone to legally play their music anywhere. Because of the tight integration with iTunes, playlists don't have to be recreated by hand on the website, and reflect exactly what people listen to in their own music collections. A member's iTunes playlist collection is automatically kept in sync via an iTunes plug-in or by posting directly to the website. Members can see what friends are listening to, and find social peers with similar tastes to help introduce new music.

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SonicSwap calculates members' top artists, genres and tracks over the last 90 days to generate additional playlists of their favorite music they can enjoy anywhere. By converting playlists into YouTube video playlists of original and live music performances, SonicSwap adds new entertainment dimensions to a music collection. This "mash-up" between YouTube and iTunes delivers music entertainment similar to VH1 or MTV, and is directly tied to iTunes listening habits. As members find tracks they want to buy, a quick click connects them to leading online retailers.