

PRESS RELEASE

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For immediate release

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***iTunes Signature Maker* describes who you are and what you listen to
by creating a short sonic signature of your iTunes music collection.**

Composer and sound artist Jason Freeman's newest work of software art is freely available at <http://www.jasonfreeman.net/itsm/>. Users launch the software inside of their web browser and configure a few parameters, then wait a moment as the program analyzes their music collection and listening habits. The result is a short sonic signature that mixes together tiny fragments of their favorite songs.

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Composer, sound artist, and Georgia Tech music professor **Jason Freeman** got tired of people asking him what music he liked and fumbling to describe his eclectic, eccentric taste in words. So he decided to write a software program to analyze a user's iTunes music library and generate a short sonic representation of who they are and what they listen to.

The software, called **iTunes Signature Maker**, was launched this week. Users open the software inside of their web browser and set a few parameters, then wait a moment as the program analyzes their music collection and listening habits. The algorithm combines data tracked by Apple's iTunes software with its own sophisticated spectral audio analysis routines, selecting small segments of audio from the user's favorite songs and combining them into an oddly captivating mix. Users are encouraged to share their signatures — which last anywhere from one second to a couple of minutes — by loading them onto portable music players, e-mailing them to friends, using them as mobile phone ringtones, and uploading them to an online signature gallery. Freeman even jokes that iTunes signatures could be used on Internet dating sites or misused in political attack ads.

iTSM was commissioned by **Rhizome** (<http://rhizome.org>), an affiliate of the **New Museum of Contemporary Art** in New York which serves as an online platform for the global new media art community. The Rhizome Commissions Program is made possible by support from the **Jerome Foundation** in celebration of the Jerome Hill Centennial, the **Greenwall Foundation**, the **Andy Warhol Foundation** for the Visual Arts, and the **New York City Department of Cultural Affairs**. Additional support has been provided by members of the Rhizome community.

***iTunes Signature Maker* is available at <http://www.jasonfreeman.net/itsm/>.**

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