

# Blurring the Boundaries of Music

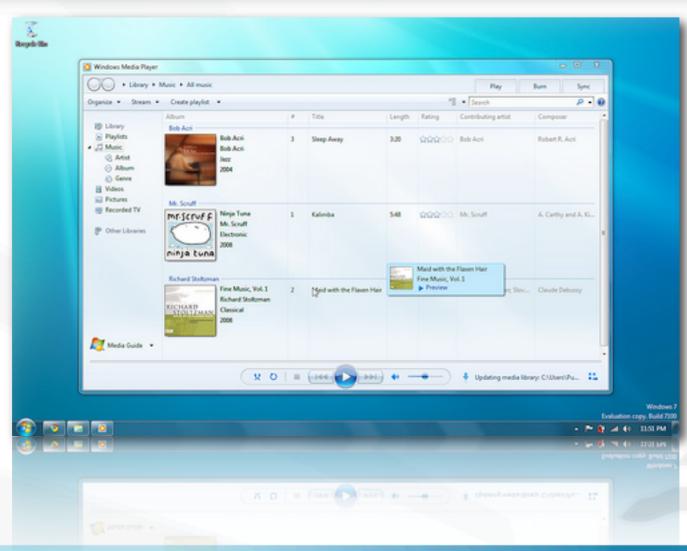
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Akademy 2010, Tampere

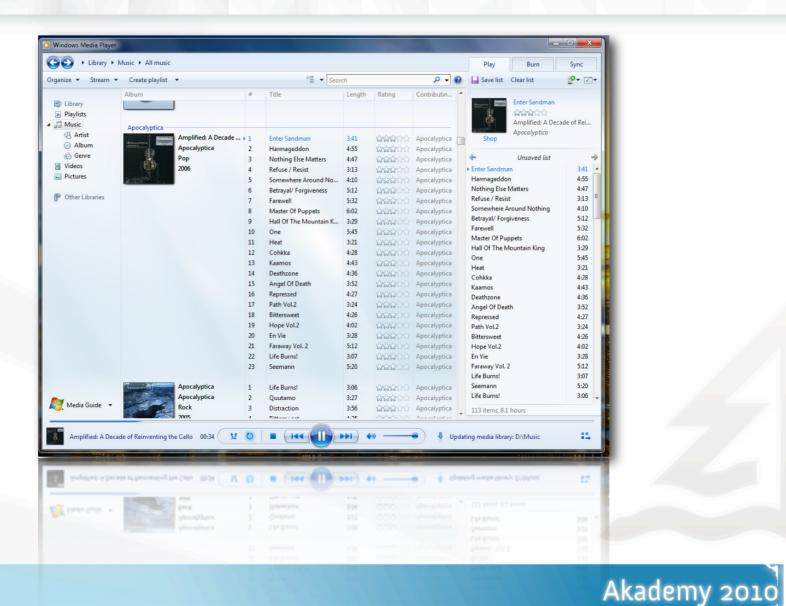


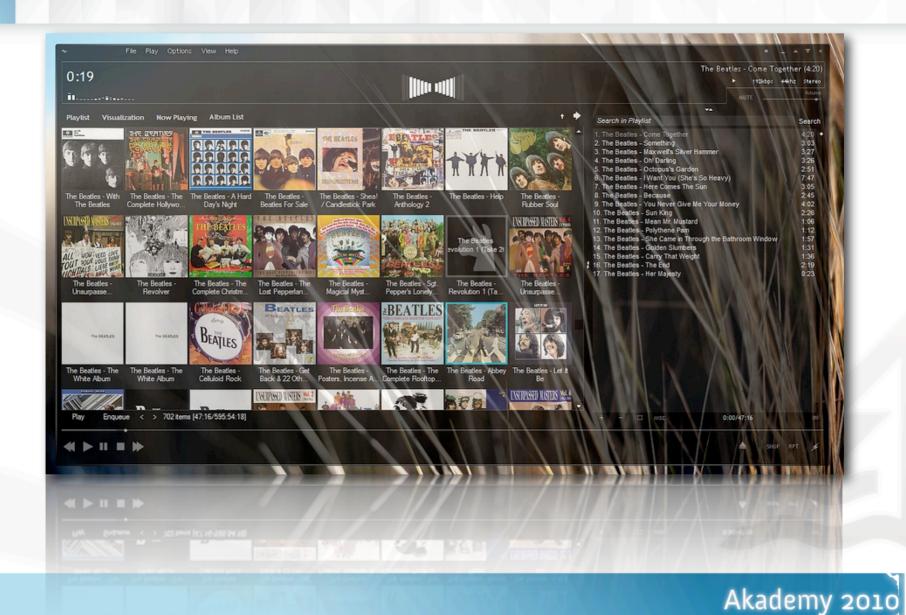


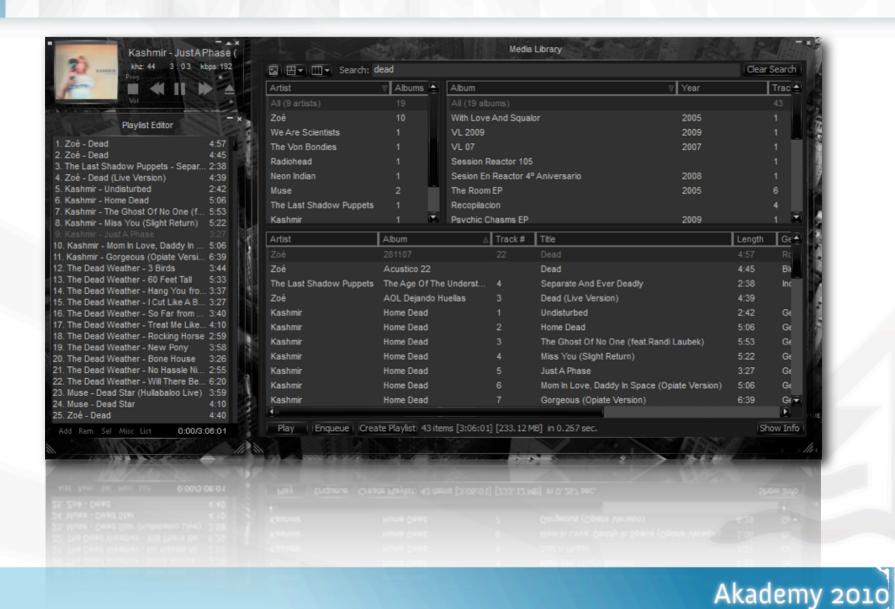
Media players exist to organize our music

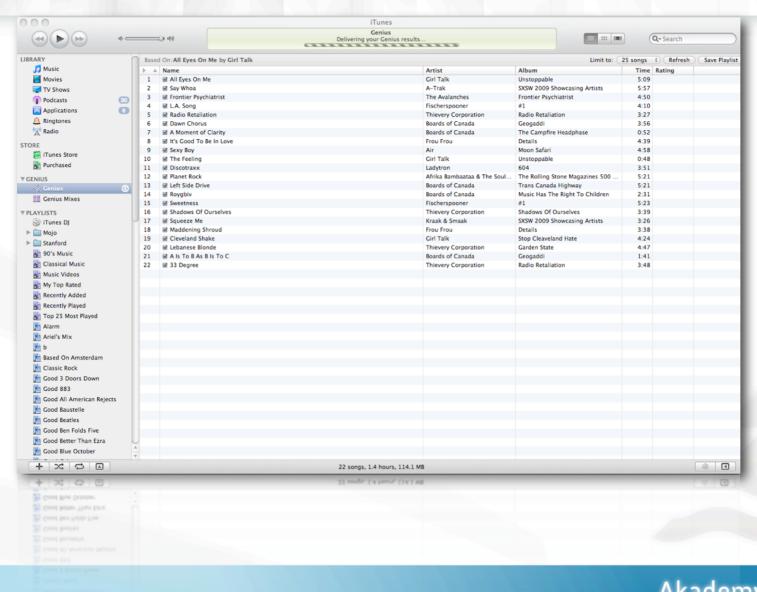














Media players enforce the separation between the desktop and the web





Music in the cloud is not accessible from your desktop media player





All we have are integrated music stores





Web 2.0, saviour or next victim?





Easy solution!

Just bring the web to the desktop



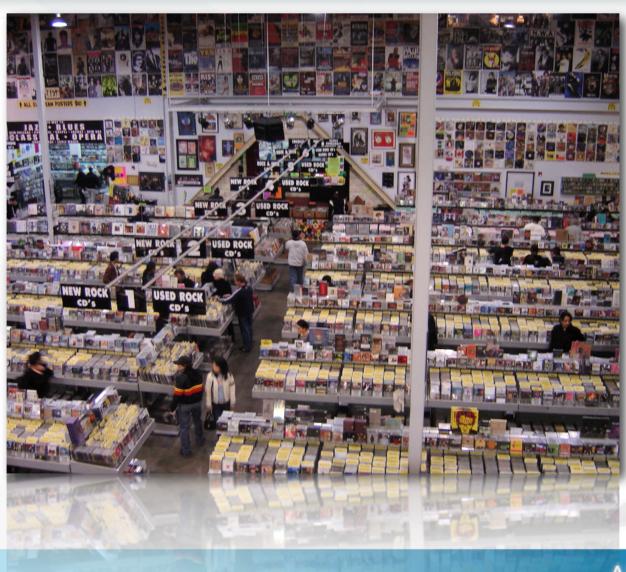


Then we are presented with a new problem:





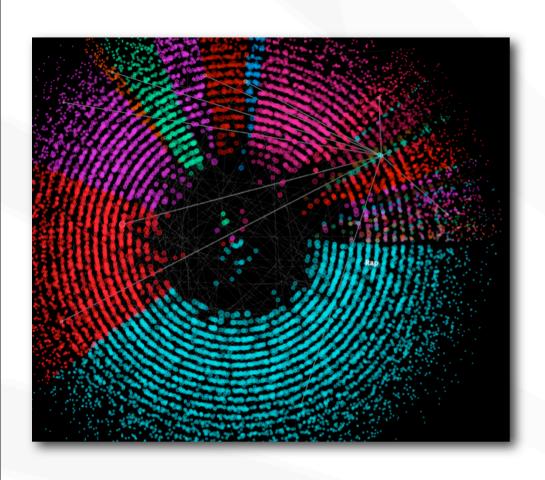


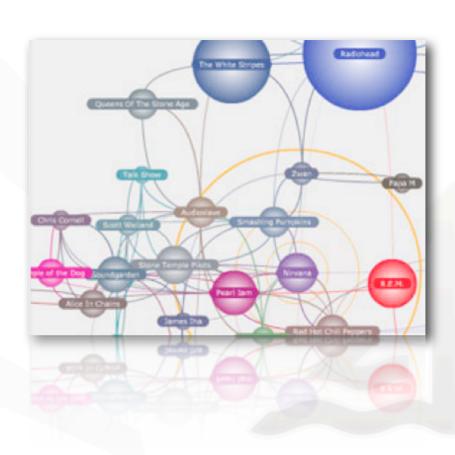




What do I want to hear?





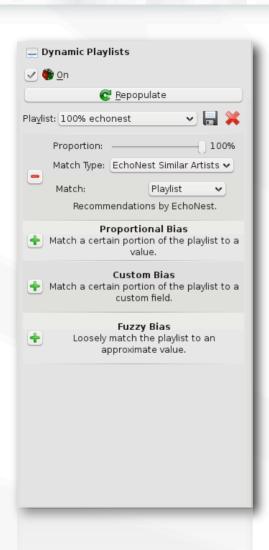


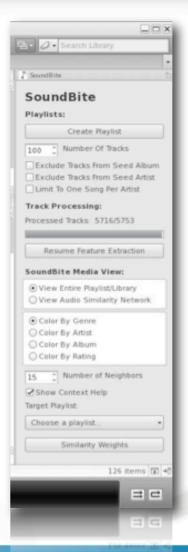




We all want our personal DJ

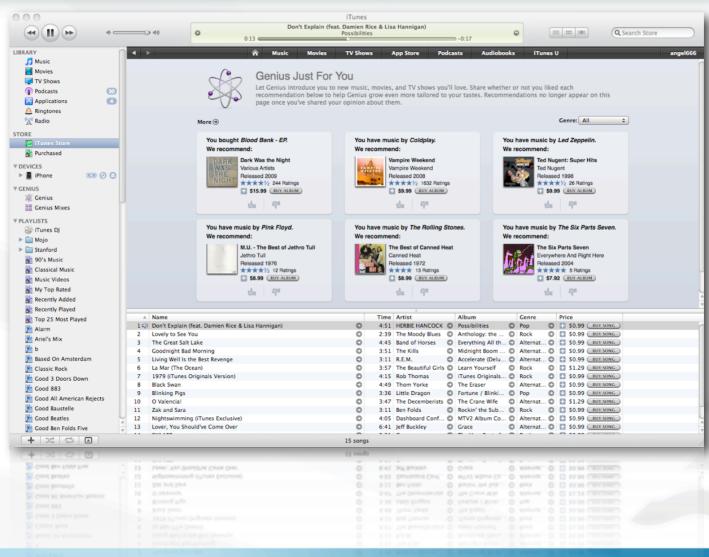














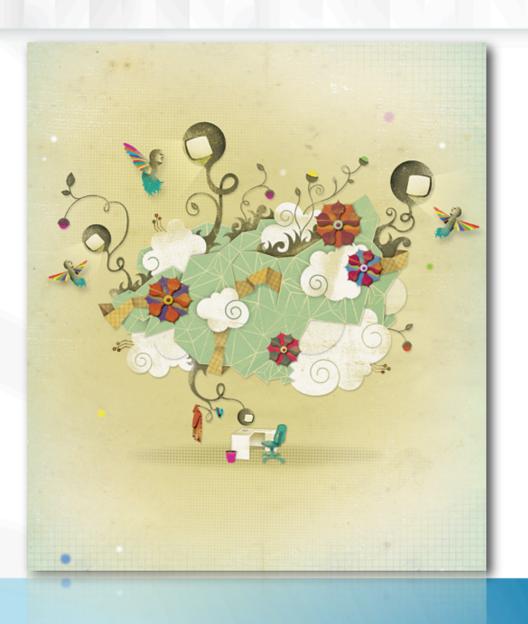




## How can I play what I want?







Akademy 2010



Play me what I want, I don't care how or where.







## Make finding and playing music a seamless experience





### Playdar support in Amarok coming soon

Imagine a playdar-aware KDE: any track, any app, instantly playable.





Social media players are the future

