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MUSIC The Red Bull Music Academy Radio iPhone Application : Believe The Hype

by Jeff Nau

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The iPhone's Red Bull Music Academy Radio application has turned into quite the event — iTunes App Store editors in Europe are already touting it as the next big thing to download, so add that to the already burgeoning list of Red Bull-related apps available online. What's impressive about the application itself — and what's pleasing so many of its newest fans — isn't so much the sleek design or user-friendliness as its wide array of music: hundreds of genres are included here, from the latest in hip-hop, to indie, to old fashioned rock n' roll.



RED BULL MUSIC ACADEMY RADIO – THE MUSICAL UNIVERSE IN 3D

The Roots, Benga, Animal Collective, M.I.A., Richie Hawtin, A-Trak, Flying Lotus, Franz Ferdinand, and much much more. Tune in at www.rbmaradio.com

Then there's the live interviews, which include on-set performances from world-renowned DJs and other musicians from all over the globe. On your iPhone, it's easy to browse through, whether by song, category, artist, music genre, whatever. It also streams concerts live as they happen, and offers a full set of our personally-written biographies about the different artists. Also look for live sets by featured guest DJs, and updates on what your favorite artists are up to, with the opportunity to share what you're looking at and listening to with your friends. What you're looking at in this post are a few sneak peeks at what the iPhone app has to offer.