

# Playlist: London's First iPod Music Club Opens Doors and Ears

Submitted by: Object Marketing

Wednesday, 7 July 2004

---

Playlist Press Release – 7th July 2004

London's First iPod Music Club Opens Doors and Ears.

Call Jonny Evans on 0207 281 1060 or email [press@ipod-dj.com](mailto:press@ipod-dj.com) for more information.

CLUB NAME: Playlist

DATE: Saturday August 7

VENUE: Nambucca, 596 Holloway Road, London N7 6LB

0207 272 7366

TIME: 9pm-2am

PRICE: Free entry

CALL THE CLUB: 0207 281 1060

EMAIL: [press@ipod-dj.com](mailto:press@ipod-dj.com)

WEB: [www.ipod-dj.com/playlist](http://www.ipod-dj.com/playlist)

Brief description:

Playlist at Nambucca, 596 Holloway Road. You are the DJ. Bring your favourite 15-minute playlist on an iPod or other digital music player and play your songs, first come, first served. The best DJs win prizes from Belkin. If you love music and don't have a music player come and listen to diverse sounds, be a judge, have a dance and party with the Playlist people. August 7. Free entry. [www.ipod-dj.com/playlist](http://www.ipod-dj.com/playlist)

Description:

Welcome to Playlist. It's your party. And the club launches Saturday August 7 at Nambucca, 596 Holloway Road. Admission is free. Prizes are sponsored by Belkin, who are offering eight Media Readers and eight Voice Recorders to the best DJs on the night. (Details attached).

Playlist is London's first democratic music lover's night. It's a club for music fans with broad tastes looking for something new, a chance to try new rhythms, hear tunes, new and old. It's eclectic ear candy. Playlist is all about the music. It's also experimental. Who knows what will happen?

Playlist celebrates digital diversity. It's all about the music, not the genre. The principle is simple: if you want to share your music, just turn up, sign in and play out. If you want to judge other people's music, turn up, sign up and speak out. If you simply want to party, just turn up, tune in, dance it out.

The way it works on the night: People who want to play their music simply register and get a number. As the night goes on they get to play 15-minutes of their hand-picked songs; but volunteer judges will assess that 15-minutes of fleeting fame in a free vote. DJs who get the best reaction may win extra time

– and the very best win prizes (thanks to Belkin).

Inspired by the ease of use and massive capacity of Apple's iPod music player, a collection of music fans got together to launch a night dedicated to musical diversity in the digital age. It's not just about iPods though - you can play songs using other music players, judge the songs the DJs bring, or just have a good time.

#### Web site competition

Playlist and Belkin are offering a Web site competition. Visit [www.ipod-dj.com](http://www.ipod-dj.com), sign up for the mailing list, send us your favourite 15-minute-long Playlist of songs (artist, album and song title), complete a tie-breaker and win a Belkin Media Reader and Belkin Voice Recorder. There's two of each to give away. One winner must pick-up their prize on the night, the other can send us their songs from anywhere they are in the world – and we'll play that set during the night. No purchase is required (the night is free), and we will never sell our mailing list,

iMix, iDance, iParty

Welcome to Playlist, the electric eclectic.

#### Further Information

Call 0207 281 1060, ask for Lisa or Jonny. We'll get back to you if we aren't around.

#### Belkin

Belkin has emerged as the leading supplier of devices that extend the capacity of Apple's music player. [www.belkin.co.uk](http://www.belkin.co.uk).

The Prizes – Belkin promises ten of each to give away.

#### Belkin iPod Media Reader

Belkin's Media Reader for iPod lets you store more than tunes. It lets you back up digital images to your iPod. Supports all iPods with Dock Connector (except iPod mini). It allows you to store thousands of digital photos on your iPod when you aren't near your computer, so you can keep using your digital camera. It supports six media card types, and when you get back to base it automatically transfers your images to your computer. Usual price £89.99.

#### Belkin iPod Voice Recorder

Belkin's iPod Voice Recorder can record memos, lectures, interviews, or conversations directly to your iPod. It supports all iPods with a Dock Connector, except the iPod mini. Memos will automatically be synced to iTunes for storage, sharing or playback. Usual price £39.99.

#### Press Kit

More information and downloadable logos, prize pictures, location maps and other information will be available at [www.ipod-dj.com/thePress](http://www.ipod-dj.com/thePress).

Call 0207 281 1060 or email [press@ipod-dj.com](mailto:press@ipod-dj.com) for more information.