

BurnLounge will launch the next version of its software – BL2 – in March 2007

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Press release from: [Omaha BurnLounge](#)

BurnLounge will launch the next version of its software – BL2 – in early 2007. This desktop application will transform BurnLounge from a digital music service into a fully-functioning and self-contained network of socialization and sales, combining digital downloading, community-building, and personal entrepreneurship in one place, for the first time ever.

BurnLounge 2.0 – BL2 – represents a bold step forward: the transformation of BurnLounge from a web-based store to a desktop application, downloadable onto any computer running Windows OS.

The BL2 software has several components:

The Store essentially replicates the BurnLounge 1.0 web-based store, but delivers it in striking new levels of power, elegance and function. In future releases of BL2, the Store will move beyond music and downloads to allow Retailers to sell merchandise, ringtones, movies and other digital content.

The Independent Content Editor (I.C.E.) is now more extensive and detailed than ever before, offering Retailers the opportunity to customize not only their featured content but also the layout of their Store.

The Download Manager automatically routes, then immediately files, downloads to a special area of the user's hard drive.

The Library gives users instant access to their entire catalog of downloads.

The Player offers a quick in-client solution for high-fidelity playback of downloads.

The RetailerCenter gives Retailers immediate access to all of the BurnLounge products and services they need, including I.C.E., FrontBurner, ResourceCenter, B.M.S., HelpCenter, BurnLounge Presents and BurnLounge EventPass.

But the centerpiece of the BL2 experience is BurnPages: the revolutionary service that connects Retailers to their customers and friends much in the same way that MySpace does.

Any BurnLounge Customer or Retailer can have a BurnPage — accessible within their software and to everyone on the web — that they can develop into their own personal profile— with customizable photos, wallpaper, blogs, bulletins, a calendar and more — and link to friends in the BurnLounge community.

Every BurnPage serves as an information site for BurnLounge, an entry point into the BL2 experience, and a portal to download the 2.0 software.

Like other services, BurnPages provides a place for members to discuss and recommend music and other products. But unlike anything else on the web today, each BurnPage provides a direct link to its corresponding BurnLounge, so recommendations result in sales. In doing so, BurnPages completely rewards and monetizes the natural process of recommendation. Peer-to-peer sharing becomes peer-to-peer selling, and BL2 essentially becomes a huge, interconnected marketplace.

Said Stephen Murray, BurnLounge co-founder, president of entertainment and chief creative officer:

“When Ryan Dadd and I first conceived the idea behind BurnLounge, this is exactly what we envisioned.”

BL2 will debut in March 2007.

Omaha BurnLounge is BurnLounge Retailer Registration website where you can become a Reseller of BurnLounge Music stores.

Questions About BurnLounge? Visit www.omahaburnlounge.com

Press Kit www.omahaburnlounge.com/BurnLounge%20PK.pdf

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