

Oct. 27, 2008

Elaine Justice: 404-727-0643, elaine.justice@emory.edu

'Emory on iTunes U' Launches Oct. 28 on the Apple iTunes Store

Emory University has joined Apple Inc.'s iTunes U initiative by launching "Emory on iTunes U." Beginning Oct. 28, the world can connect to Emory's professors and presenters through hundreds of audio and video downloads, from lectures by His Holiness the Dalai Lama to readings from best selling author Alice Walker.

iTunes U is accessed as part of Apple Inc.'s iTunes Music Store. It features free lectures, language lessons, audiobooks, and more from top institutions and other cultural organizations. Anyone—not just students—can learn whenever they want, from wherever they are, on an iPod, iPhone, Mac or PC.

"Imagine having access to learn from the best minds at Emory whenever you like. Combine that with a larger site that aggregates and provides access to the brightest minds from top institutions around the world. That is iTunes U," says Emory's iTunes U system administrator Shannon O'Daniel.

The internal side of iTunes U, "Exclusively Emory" has been available to students, faculty and staff with an Emory ID since last fall. Students and campus organizations have been using iTunes U to download course materials, presentations and other resources, averaging 1,200 downloads per week. This semester, 30 active academic courses and more materials are offered through "Exclusively Emory."

Emory's public site launches with approximately 800 tracks from 40 album collections. Ranging from academic and research materials to news and events, visiting learners can find consumer health information in collections like Emory's MiniMedical School, or tune in to Carlos Conversations, a series of podcasts that explore works of art in Emory's Carlos Museum's collection. Alumni can reminisce with Emory Glee Club tracks from the 1960s, and fans of Alice Walker can listen to interviews with and readings by the Pulitzer Prize winning author who has placed her archive at Emory.

"One collection that is distinctly Emory is the language resources we have available through the Emory College Language Center. We believe we have the largest collection of materials supporting language acquisition," says O'Daniel. "We offer introductory and advanced materials from Emory professors in eight languages and more to come."

The tracks are easy to access. "If you have a portable device you can take these files with you, and the iTunes application makes this content very easy to organize and manage," says O'Daniel. "Anybody with an Internet connection and the iTunes software [free for Macs and PCs] can access these files."

Users have the option to "subscribe" to the program or course, much like a magazine, but free of charge. "Once you subscribe to a collection, any new materials posted are automatically downloaded to your iTunes library," says O'Daniel. "Think of it as that magazine in your mailbox every week or every month. You don't have to go back to check what's new; it's delivered to you."

Emory plans to add more content as the school year progresses. "The site is in its infancy. We have so much terrific content already; the growth is going to be exponential," says O'Daniel.

For more information, see itunes.emory.edu.

###

Emory University is known for its demanding academics, outstanding undergraduate experience, highly ranked professional schools and state-of-the-art research facilities. Perennially ranked as one of the country's top 20 national universities by U.S. News & World Report, Emory encompasses nine academic divisions as well as the Carlos Museum, The Carter Center, the Yerkes National Primate Research Center and Emory Healthcare, Georgia's largest and most comprehensive health care system.