

# UNH brings the Ruckus to the downloading scene

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Goodbye Limewire and DC++. Hello Ruckus.com. UNH students can forget about illegally downloading music and suffering the severe consequences. Thanks to the world's only free, legal and supported music discovery service for college students, schools all over the country can enjoy a safe social media interaction that no one else offers.

After at least 47 UNH students were bombarded with the fiery warnings from the Recording Industry Association of America in mid-October, something needed to change.

"We're college students," said junior Sarah Roach. "And we should absolutely be allowed to get free music to a certain extent."

Since Ruckus was launched at UNH on Nov. 15, 2007, there are a total of 5,539 students who are registered on Ruckus.com. That is almost 50 percent of the total population and almost 85 percent of on-campus students.

"We have gotten tons of great feedback from UNH!" exclaims Chris Lawson, the director of corporate development at Ruckus Network Inc. "Out of the total number of students who have registered with Ruckus.com, they have downloaded over 1 million songs and that number

goes up on a monthly basis."

UNH is one of the nationwide universities that downloaded millions of free and legal tracks every month.

According to Lawson, Ruckus.com has over 3 million tracks from all of the major record labels, along with indie songs - all of which can be downloaded in a matter of seconds.

"Through shared playlists, recommendations, most played songs and access to friends/other users' entire library, a student can find and instantly download any and all music that they find," said Lawson. "What they want, when they want and where they want."

Although Ruckus has been extremely convenient, accessible, and most importantly, legal and free, there are still some kinks that are in the process of being worked out.

"I used Ruckus a lot at the beginning," said Leanne DiPesa, a sophomore at UNH. "I stopped using it because I couldn't put songs on my iPod."

One of the biggest concerns expressed by Lawson is that it is difficult to use Ruckus on an Apple computer. Ruckus currently protects the music files so that they cannot be burned or transferred to another computer. According to Lawson, the technology that protects the music files



UNH student rocks out to Ruckus music downloads.

Photographer/ Michael Rice

was designed by Microsoft, which Mac/Apple computers do not allow on their devices.

"Ruckus is currently developing a Mac solution that will be live on Ruckus.com within weeks," said Lawson. "As for the iPod problems, Apple simply does not license their technology to others. Ruckus would love to be

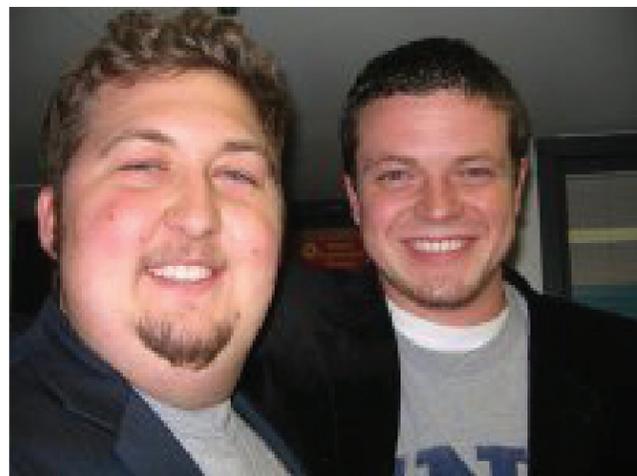
able to be compatible, but the iPod will not allow it."

Ruckus might not be compatible with iPods, but the portable service called Ruckus-To-Go works on many compatible players and phones, said Lawson.

"We are about to launch a ton of new features, including a recommendation engine

that matches a new user to new music and to new people based on musical tastes," said Lawson. "This is an amazing new way to discover new music and it takes social media to a whole new level."

Check us out on Facebook and join our group  
"UNH Student Body President  
and Vice President"



A page dedicated to get feedback from the student body for their President and Vice President of UNH. Also check out the new commuter group, "UNH Commuter Students" Basically, this is an online suggestion box. If you have anything that you are curious about, or any particular thoughts or suggestions about any of our posts, we would really like to hear from you.

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