

10 September 2008

By: Filip Truta, Apple News Editor

iTunes icon
Apple

[Apple Reveals the Genius in iTunes 8](#)

Apple introduces iTunes 8.0 for Mac and PC

Apple has issued an official report, following yesterday's big event, revealing to Apple fans that [iTunes 8](#) now includes a new technology and a new feature. The Genius feature, recently added to Apple's media player application, lets you automatically create playlists from songs in your music library that "go great together," Apple says.

Basically, by hitting the Genius button, users tell iTunes to activate the newly-implemented algorithms, and suggest related music in their Library, or music on the iTunes Store they might want to add to their music collection (making it easier to sell songs, are we, Apple?). The new version of iTunes also features new ways of viewing your music and video libraries, and adds television programs in high definition (HD) for sale on the iTunes Store.

A new Grid View has been added as well. Select Albums in Grid View and iTunes 8 displays your entire music library using cover art. Select Artists, Genres, or Composers and iTunes automatically creates groups of albums based on your selection.

Great news for videophiles as well - Apple has given the green light to HD TV Shows on iTunes. Episodes of your favorite TV shows cost \$2.99 in HD, and you can get a whole season in HD with a Season Pass. Even better, when buying HD content, Apple throws in the iPod-ready version, while video can now be watched on your computer as well, not just the Apple TV or iPod.

Lastly, iTunes' looks have also been altered. The 8th big release of the media player app now includes a new Visualizer that boasts a 3D-scape of spheres, ribbons, and lights that pulsate to the beat and tempo of the song you're playing, says Apple.

With a catalog of 8.5 million songs, over 30,000 TV episodes and over 2,500 films, including 600 in stunning high definition video, the iTunes Store has become the world's most popular online music and TV store, according to Apple.

Mac users can go to this [HERE](#) address and download iTunes 8 for free, right now.