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New iPhone ad featuring Shazam  
Apple

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### *Apple continues its App Store-focused campaign*

Apple has started airing a [new iPhone ad](#), continuing its efforts of showing the world how [iPhone](#) can [solve life's dilemmas](#), "one app at a time." The latest such ad features Shazam, a very useful app that miraculously tells you what song is coming from a stereo's speakers.

[ADMARK=1]"Shazam fully integrates with and complements the iPhone's native environment, allowing users to seamlessly discover, buy and share tunes simply by holding their iPhone to the music," says Shazam Entertainment Limited. Apple stresses: "You know when you don't know what song is playing, and it's driving you crazy? With the Shazam app from the App Store, you just hold up your iPhone to the song, and in seconds, you'll know who sings it, and where to get it. That's the iPhone - solving life's dilemmas, one app at a time."

But Shazam is so much more than just a companion that has a very good knowledge of music. Besides being able to identify music anywhere, from the radio, TV, film, or in a store, it lets you save your Tag history by building your own soundtrack, even personalize your Tags with Photos, and offer YouTube links to similar content. Shazam also links your Tags directly to [iTunes](#).

It's a very cool app, if you think about it. Many will agree Apple is right saying "...it's driving you crazy." It can happen that you pass a restaurant and you suddenly realize that the song playing is one of your favorites, yet you never knew who sang it, or even what its title was. Still, in a situation like this, it's probably a better idea to just go ask the bartender to have a quick look in the playlist, rather than pull a table under the speaker hanging from the ceiling, and hold your iPhone to it like a "crazy" person.