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Zune 3.0 Blue
Microsoft

[Zune 3.0 Is Here](#)

Almost

The fall 2008 update for Zune takes Microsoft's iPod killer at version 3.0. The Redmond company is preparing to release a new lineup of devices, including a new 120 GB model for \$249.99, but also variants of 80 GB for \$229.99, 16 GB for \$199; 8 GB - \$149.99 and 4 GB - \$129.99. But the new devices are only a part of the Zune 3.0 evolution. According to the software giant, the new models will be accompanied by the introduction of fresh color schemes: blue-on-silver and sleek all-black. And as the new Microsoft digital media players will hit the shelves, consumers will be able to enjoy new features and upgraded firmware. "Digital music services really come alive when they help people find not only the music they know they like, but the music they didn't know they would love. With the combination of subscription, wireless access to millions of tracks, and powerful discovery features like personal recommendations and the ability to buy music from FM radio, Zune is taking the digital music experience to the next level," explained Chris Stephenson, general manager of Global Marketing for Zune at Microsoft.

Zune 3.0 will permit end users to tag music they listen over the radio, and then buy and download new content straight to their device via the Buy from FM feature, and a Wi-Fi hot spot. The Redmond giant indicated that this is possible through the Radio Data System and RT+ data feeds that are at the basis of the Buy from FM feature designed to correlate information about a certain artist and song with the Zune service.

"Microsoft's decision to integrate an FM tuner into the Zune was revolutionary and they continue their extraordinary leadership with Buy from FM. We've always known that radio is the primary source for discovering new music, and Microsoft's decision to marry music discovery and delivery does two things: enables consumers to instantly satisfy their passion and enables FM song tagging to be enjoyed by all radio listeners, everywhere," revealed John Hogan, president and CEO of Clear Channel Radio.

Microsoft is also revamping the Zune service, with the introduction of Channels, Personal Picks, and the Zune Social online music community. In addition, the company is cooking an upgrade to the Zune firmware, taking the software version to 3.0. In this context, users will benefit from new solutions such as Mixview and Now Playing, but also new games, audibles, and audiobooks. Microsoft has pointed to September 16 as the advent of Zune 3.0.