A personal DJ for you and your friends. You wear it like a hat!
The perfect soundtrack.

You’ve been there: you’re at a gathering with friends, and someone asks you to start playing music. You love music and have a giant music library, but you’re not sure what fits the mood. You don’t want to embarrass yourself by playing the “wrong” thing, so you start to freeze up. You want the group to be able to experience the joy of music, but you’re equally concerned that the group will disapprove of what you play. You need TuneTogether.

TuneTogether is a perfect music curation AI that understands everyone’s music taste and current mood. (After all, it can literally read your mind.) It then uses this information to build a playlist that will appeal to everyone in the group—or, if you’re alone, just you. The setting could be a socially distanced picnic, a quiet personal work session, the start of an online class, or—far in the non-pandemic future—a giant party. In all of these settings, TuneTogether will accompany the listeners’ lives with the perfect soundtrack.
It’s for everyone—and adapts just for you.

Physically, TuneTogether is a hat. It fits over the head to determine your mental state and directly implant an auditory signal. You simply ask it to ‘play,’ and it will analyze its surroundings (i.e., what you are doing and how you are feeling) and start playing. If you’re with others who also have a TuneTogether hat, they can opt in and join the listening session. As the music plays, it will adjust in response to changes in the environment—including all listeners’ moods.

TuneTogether doesn’t just benefit music consumers: it will help smaller artists by ensuring their music doesn’t go unnoticed, and—by responding to every listener’s unique state—will lead to greater musical diversity (making top-40 radio obsolete in the process). TuneTogether will help everyone infuse their life with music, no matter the setting. It will bring people together by encouraging shared listening. And in the process, it will make everyone happier.
Music is joy. So let’s optimize it.

TuneTogether is more than just a convenience. Music drives moods, builds communities, and sparks joy. It’s the most eudaimonic thing we know. More than most things, music is an end-in-itself—and it’s deeply powerful.

The right music can bring an otherwise-disjointed group into dance; the wrong music can make everyone rush to the door. TuneTogether will bring people together.
Congratulations on becoming the owner of a TuneTogether hat! Welcome to the new way of consuming music. Getting started with TuneTogether is easy.

1. Remove your TuneTogether hat from the box. On the inside, you’ll see a small QR code. Scan the code to open our website, where you’ll be able to enter your details and setup a payment method for your ongoing music subscription. (The hat and the subscription must be purchased separately.)

2. Place your TuneTogether hat on your head. No need to charge it—the TuneTogether hat can power itself using your brainwaves! The first time you put on the hat you may feel a tingling sensation near your inner ear. This is completely normal.

3. In your mind, pretend that TuneTogether is playing a song. TuneTogether will detect your thought and begin playing! Sometimes, you might not even notice the transition from imagining music to hearing it. If you want to include other TuneTogether users in your listening session, just think about them—provided the other user consents, your hats will link up automatically.
At TuneTogether, we want to make you happy. But we also have to make sure we can be happy, too. That means we need to protect ourselves from liability and ensure that everyone uses TuneTogether the way it was meant to be used. Here’s what that means in practice.

**No reuse or derivative works.** We owe everything to artists—so we have an obligation to protect their work. You may not attempt to record any audio played through TuneTogether, nor may you attempt to physically or digitally modify TuneTogether in any way that is not cosmetic.

**Data protection.** You’re trusting TuneTogether to safeguard your mental data, and we take that responsibility seriously. We reserve the right to process the data you give to TuneTogether for purposes beyond music curation, including advertising.

**Law enforcement.** From time to time, we receive requests from law enforcement to access TuneTogether user information. As a United States company, we are legally obliged to honor these requests. But we employ on-device processing to minimize the data we have access to.

**Liability.** We’ll do our best to keep you safe. But beyond gross negligence, TuneTogether comes with no warranty or express fitness for use. Enjoy TuneTogether at your own risk.

**Influence and advertising.** Your own mental state will always be the most important factor in what we play. But we reserve the right to consider other factor as well, including (but not limited to) sponsorships and featureships.

Use subject to terms and conditions.