



UNIVERSITY OF  
MARYLAND

Patuxent Building  
College Park, Maryland 20742-4911  
301.405.7700 TEL 301.405.0300 FAX  
www.oit.umd.edu

OFFICE OF INFORMATION TECHNOLOGY

**FOR IMMEDIATE RELEASE**

## **Ruckus Digital Music and Entertainment Network Now Available at the University of Maryland**

COLLEGE PARK, MD (July 26, 2007) – The University of Maryland has joined the University System of Maryland in a multi-institution agreement to offer Ruckus Network, Inc.'s digital entertainment service to undergraduate and graduate students. Students will be able to access, for free, more than 3 million music tracks and, for a nominal fee, more than 4,000 movies, television shows, and music videos.

Through this legal, virus-and-spyware-free service, students have unlimited access to songs in the Ruckus music library, which are available for download and playback on a laptop or PC. Once downloaded, students have the ability to play the tracks as often as they want on up to two unique computers. Other benefits of the service include the ability to download albums in less than a minute, get new music every week, and check out exclusive artist and music label spotlights, interviews, and photos.

The Ruckus Network replaces the Cdigix digital music service, which was discontinued in April 2007 when Cdigix withdrew from the market. As one method of addressing illegal peer-to-peer file sharing, the University of Maryland's Office of Information Technology led the way, along with a committee of university students, in securing Cdigix's legal music service, Ctrax, which was available at no cost to eligible students between spring 2005 and spring 2007.

"We are proud to have been among the front runners in offering our students a legal alternative to illegal music downloading," said Dr. Jeffrey Huskamp, vice president and chief information officer. "We are pleased to be able to offer this valuable service of music, videos, and social networking features to the university community in an effort to promote responsible use of computing resources on campus."

In addition to access to its library of more than 3 million songs, Ruckus offers other services that can be purchased for nominal charges. For those wishing to download songs to compatible portable players there is "Ruckus-To-Go" for \$20 per term. Those who wish to burn songs to CD can purchase tracks for 79-99 cents each and albums for \$9.99 each on average. Students can also access Ruckus' movie and video library for \$15 per term.

Ruckus' social networking features let students create and share playlists, send personal music recommendations to friends, build personal media libraries, browse classmates' profiles, meet new friends, and view University of Maryland-specific download popularity lists.

Ruckus is also available to University of Maryland faculty, staff, and alumni for a subscription charge of \$8.99 per month. Educators who would like to use the service for educational purposes in the classroom will have access to free accounts. Students, faculty, and staff at Maryland can begin using the service immediately by visiting [www.Ruckus.com](http://www.Ruckus.com), clicking on "Join Ruckus," and entering a umd.edu e-mail address.

-more-

“The University of Maryland, College Park was among the first in the movement to bring legitimate digital media services to its campus, and we are honored to begin a relationship with this flagship university,” said Peter Opere, Account Executive of Ruckus. “The Maryland agreement with Ruckus enhances the user experience by providing excellent network performance and preserving bandwidth for educational and research purposes.”

Later this summer, the University of Maryland will announce the arrival of iTunes U on campus, giving faculty and students easy access to educational content such as podcasts and providing iPod users and members of the Macintosh community with additional sources of legal audio and video content. More information about the University of Maryland’s legal music service offerings can be found at [www.oit.umd.edu/musicservice/](http://www.oit.umd.edu/musicservice/).

### **About the University of Maryland**

From its pre-Civil War roots as Maryland’s first agricultural college and one of America’s original land grant institutions, the University of Maryland today is the flagship campus of the University System of Maryland and one of the nation’s preeminent public research universities. Ranked No. 18 by *U.S. News & World Report*, it also has 31 academic programs in the Top 10 and 92 in the Top 25. The current faculty includes three Nobel Laureates, six Pulitzer Prize winners, 40 members of the National Academies of Science, a three-time Emmy Award winner, and scores of Fulbright scholars. Maryland is committed to excellence as the state’s premier center of research and graduate education and the institution of choice for undergraduate students of exceptional ability and promise. For more information about the University of Maryland, visit [www.umd.edu](http://www.umd.edu).

### **About Ruckus**

Ruckus is the only FREE, ad-supported music and media download service built specifically for college students. The service provides unlimited download access to a library of more than 3 million legal, virus-free, high-fidelity songs from every major label and thousands of indies, with new music added every week. In addition Ruckus has recently added a video service with music videos and live clips, feature films, TV shows, action sports, and special interest shows/shorts. With Ruckus, students can also build profiles, create and share playlists with friends, review and comment on music, find out what songs are hot on campuses across the country, and check out exclusive artist and record label spotlights, interviews and photos. So what are you waiting for?! Start downloading now! To begin, simply go to [www.Ruckus.com](http://www.Ruckus.com), click on ‘Join Ruckus’ and enter your school provided (.edu) e-mail address.

**Contacts: Phyllis Dickerson Johnson, Director, OIT Communications, University of Maryland, 301.405.4491, [phyllis@umd.edu](mailto:phyllis@umd.edu)**

**Chris Lawson, Director, Corporate Development, Ruckus Network, 703.464.6551, [clawson@ruckus.com](mailto:clawson@ruckus.com)**

###