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## Creepy Cloud

Andrew Taylor · Wednesday, May 18th, 2011

Google's announcement of its Music Beta service adds yet another opportunity to push our social and cultural lives into the cloud. The system allows you to upload your music collection, liberating your hard drive or phone memory space currently cluttered by MP3 audio files, and making your music available anywhere through multiple devices.

Google's service is the second major entry into a likely field of three monsters. Amazon already introduced its Cloud Drive, which lets you buy music from their store, but also upload your own, all to play from the Internet. Apple has built a mysteriously massive server farm in North Carolina that will likely host some similar service (a virtual version of iTunes, perhaps).

More…

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