

Motorola iRadio goes country

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Motorola iRadio is adding a country lineup to its service that will debut early next year.

The company announced Wednesday that Nashville artists including Lee Ann Womack, Trisha Yearwood, Shania Twain, Vince Gill, Terry Clark, George Strait, Gary Allan, Reba McEntire and more will launch individual channels on the forthcoming Motorola iRadio service.

In addition to top hits, new releases and deep cuts from the artist's catalog, channels may also include up-to-the-minute news, concert information and upcoming album details and promotions dedicated to the artist's fans. Listeners will be able to purchase albums and concert tickets or respond to exclusive promotions simply by pressing a button on their phone or existing car stereo.

"Country music fans are among the most loyal listeners in the world. The artists in Nashville know this and see Motorola iRadio as a direct link to that loyal fan base," said Dave Ulmer, senior director of marketing, digital media services, Motorola Inc. "Artist-specific channels are an example of the tremendous benefit of the iRadio service to both audiences, and offer a glimpse of what types of innovations are still to come."

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