

Genius makes a playlists and mixes from songs in your library that go great together. Genius also introduces you to music, movies, and TVshows you’ll love, but don’t already have in your library.

Genius Playlists. To make Genius playlist, select a song in your library and click the Genius button at the bottom of the iTunes window.

Genius Mixes. Genius mixes are created for you by iTunes and play continuously with one click. They will appear on the left after you turn on Genius.

Genius Sidebar.

Genius sidebar recommends music, movies, and TV shows you don’t already have each time you make a selection in your library.

Genius Recommendations get recommendations right on the iTunes Store home page. Genius makes its picks by knowing what you already have.

Note: Turning on Genius will send information about your iTunes library to Apple. Learn more:

**Genius makes playlists from songs in your library that go great together**

**What Is Genius**

Genius is a fantastic new way to discover music with iTunes. Genius makes playlists from songs in your library that go great together — with just one click. Genius also includes Genius sidebar, which recommends music from the iTunes Store that you don’t already have.

**Sending Information About Your iTunes Library to Apple**

Genius is able to make playlists and give you great recommendations by periodically sending information about your iTunes library to Apple. This information will only be sent to Apple if you choose to turn on Genius.

The information sent to Apple includes details about the media in your iTunes library such as track names, play counts, and ratings. This information will be stored with an anonymous Genius ID and not linked to your iTunes Account. When using the iTunes Store or Genius sidebar, Apple will also use your purchase history to give you better recommendations.

The information about your library will be anonymously combined with information provided by other Genius users. Apple will use this combined knowledge to improve Genius playlists and recommendations for everyone.

If you would like to use Genius for more than one library, you must turn on Genius from each. To turn off Genius, select Turn Off Genius from the Store menu. Once you turn off Genius, iTunes will no longer send information about your iTunes library to Apple. If you used Genius for more than one library, you must turn off Genius from each library.

NOTE:Privacy

When you opt-in to the Genius feature by checking the box below, Apple will, from time to time, automatically collect information that can be used to identify media in your iTunes library on this computer, such as your play history and play lists.  This includes media purchased through iTunes and media obtained from other sources. This information will be stored anonymously and not associated with your name or iTunes account.  When you use the Genius feature, Apple will use this information and the contents of your iTunes library, as well as other information, to give personalized recommendations to you.

Apple may only use this information and combine it with aggregated information from the iTunes libraries of other users who also opt-in to this feature, your iTunes Store purchase history data, aggregated purchase history data from other iTunes Store users, and other information obtained from third parties, to:

• Create personalized playlists for you from your iTunes library.

• Provide you with recommendations regarding media and other products and services that you may wish to purchase.

• Provide recommendations regarding products and services to other users.

At all times your information will be treated in accordance with Apple’s Customer Privacy Policy which can be viewed at: [www.apple.com/legal/privacy/](http://www.apple.com/legal/privacy/).

Once you opt-in to the Genius feature, you will be able to create Genius playlists on Genius-capable devices.  You must sync with your iTunes library after you have opted-in on iTunes to enable the Genius feature on a device.

If you would prefer we not collect and use information from your iTunes library in this manner, you should not enable the Genius feature.  You can revoke your opt-in choice at any time by choosing to turn off the Genius feature from the Store menu. Upon opting-out, iTunes will no longer send information about your iTunes library to Apple.  If you have elected to share your library from multiple computers, you need to turn off the Genius feature from each computer.

\*\*\*\*GENIUS BAR SERVICE

Got a technical question? Step up to the Genius Bar.

When you have questions or need hands-on technical support for your Mac, iPod, Apple TV, or iPhone, you can get friendly, expert advice at the Genius Bar in any Apple Retail Store.

[[PlayWatch the guided tour](http://movies.apple.com/movies/us/apple/retail/2008/apple_retail_genius_20080513_r640-9cie.mov?width=640&height=360)src="http://images.apple.com/retail/images/endframe\_geniusbar.jpg"](http://movies.apple.com/movies/us/apple/retail/2008/apple_retail_genius_20080513_r640-9cie.mov?width=640&height=360" \o ")

[Meet the Geniuses](http://movies.apple.com/movies/us/apple/retail/2008/apple_retail_genius_20080513_r640-9cie.mov?width=640&height=360" \o ")

[Why do people flock to the Genius Bar? It’s the Geniuses, of course, and what they offer Apple customers. In this video, we’ll tell you all about the Geniuses and what you can expect when you take a see at the Genius Bar.](http://movies.apple.com/movies/us/apple/retail/2008/apple_retail_genius_20080513_r640-9cie.mov?width=640&height=360" \o ")

Watch the Genius Bar Guided Tour

The Genius Bar is home to our resident Geniuses. Trained at Apple headquarters, they have extensive knowledge of Apple products and can answer all your technical questions. In fact, Geniuses can take care of everything from troubleshooting problems to actual repairs. Want to speak to a Genius? Make an appointment ahead of time to guarantee your space.

Genius Bar Reservations

To make an appointment at the Genius Bar, please select your state.

Top of Form





Bottom of Form



How do I reserve time with a Genius?

You can do it right now. In the box above, select the state and the Apple Retail Store where you’d like to make a reservation. Then fill in the required information and choose a time that works for you. Booking a reservation from home is the fastest way to schedule time with a Genius.

Who works at the Genius Bar?

Geniuses are selected by Apple and receive intensive training at Apple’s Cupertino headquarters. Thanks to their training, they have extensive knowledge of the Mac, iPod, Apple TV, and iPhone. There’s little they don’t know about Apple products.



How should I prepare for my appointment?

First, back up your data. (We’re happy to show you how to back up, but remember we’re not responsible for data loss.) Then gather the equipment you need for your session. Make careful notes of the issues you’re experiencing and jot down a list of questions. If you’ve already spoken to an AppleCare agent or another Genius, bring the case number or repair/dispatch numbers with you.

What equipment should I bring with me?

For issues with a Mac, bring the computer, power adapter, battery, and any accessories (a wireless mouse, for example) that might be involved. For an issue with an iPod or iPhone, bring the headphones, cable, dock, and power adapter as well as your iPod or iPhone.



What should I do when I arrive?

When you get to the Apple Retail Store, look for the Concierge in the orange shirt. The Concierge will take you to the Genius Bar, where you’ll see your name in the queue.

What can I expect from my appointment?

At the beginning of your session, you’ll be invited to take a seat at the Genius Bar and place your equipment on the counter. The Genius working with you gathers information about your system to resolve your issues and answer your questions. If your product requires repair, the Genius discusses your repair options, explains any applicable charges, and checks in your equipment for repair. Expect the session to last about 15 minutes — more, if the issue requires it.