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Some people go through life without writing down any of their impressions of things.

Some people take notes. Why?

- Organize your thoughts
- Tip your friends (or warn them)
- Reference and collaboration

Wanted

- Central place to store reviews.
- Easy review creation.
- Post through to social networks.
- Solid collaborative foundation for people, sites, internal and external applications.



Some features

- Pen names
- Follow other pen names
- Recent reviews from friends
- Remember reviews
- Corresponding reviews
- Automatically updated top 20 lists
- Add-on applications and open API



Pen Names

- Use your real name
- Use your social network handle
- Create a unique persona
- All of the above



Follow other pen names

- Follow people whose taste you trust.
- Selectively filter specific review types for any friend you are following.
- Recent friend reviews: high content, low noise.
- Check in via the site, RSS, or postings to your existing social network.



Remember reviews

- Shared experiences build friendships.
- Trying something that a friend rated highly is usually worth the time.
- If you see a review for something you might want to check out later, click to remember it.



Corresponding reviews

- Assisted memory amplifies your capabilities.
- When you read a review for something you have also reviewed, your rating is displayed alongside.
- Not infallible, but a good conversation starter and helps avoid unwanted repeats.



Automatic top 20 lists

- Your top 20 books, movies, videos, songs, foods, drinks, activities and other stuff automatically updated whenever you write or edit a review.
- Great way to get to know someone.
- Might change your life.



Add-on apps and open API

- iTunes script integration: Review songs as they play. Sync reviews. Automatically generate playlists from keywords.
- Bookmarklet: Pass url to site, readers fetch review detail information.
- Other integration tracked on GitHub:
<https://github.com/theriex/myopenreviews>