

**Mindawn Artist
User Guide
(Version 1.0)**

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DISCLAIMER

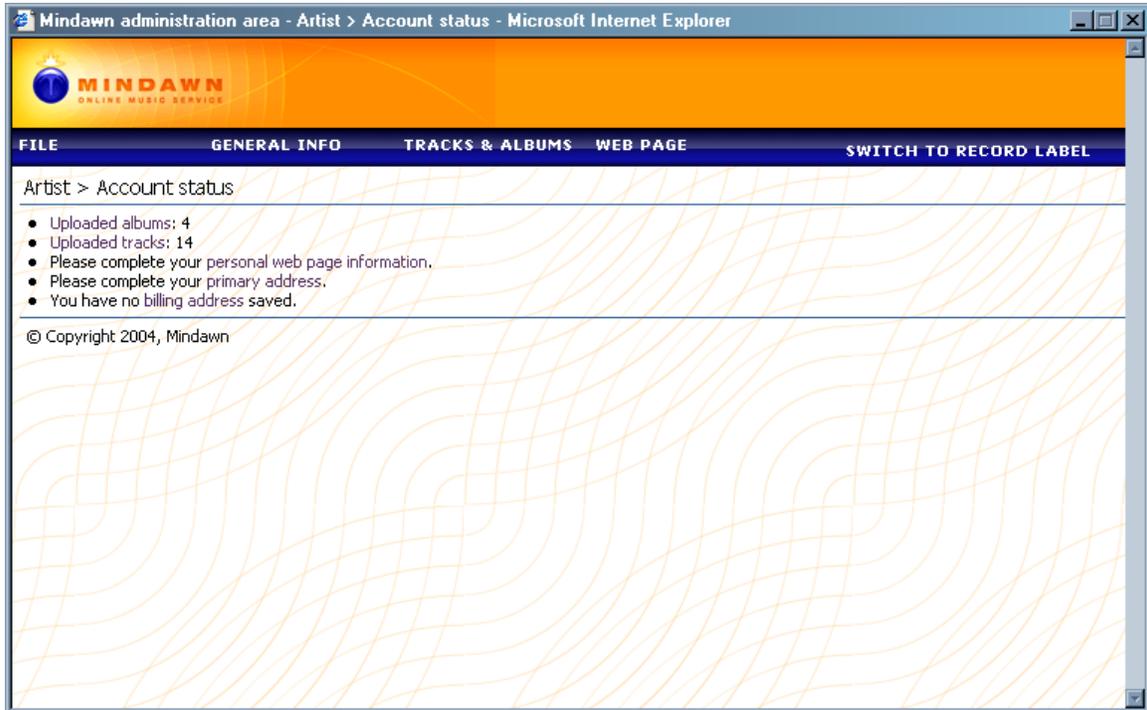
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Introduction

With very rare exceptions, anyone can open an account on Mindawn and be selling their music within minutes, no lengthy approval process or unanswered emails, just buy your account, create a user profile, rip your audio and start uploading. This manual will guide you through the user interface you have for managing your Mindawn content. You should probably go ahead and download the MARS ripper application and manual and start ripping your audio while you go through this document. Those files can be found in the same location as this manual.

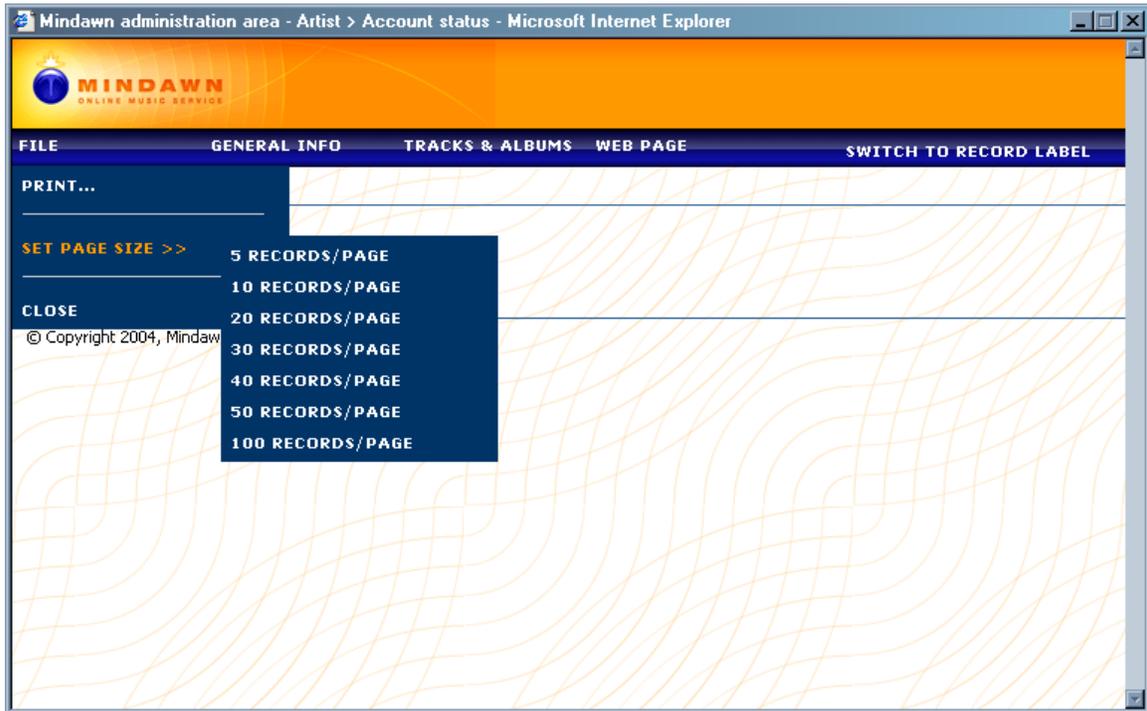
Main Interface

There are 4 basic sections to the web interface for Artists in Mindawn as seen in the screenshot below:



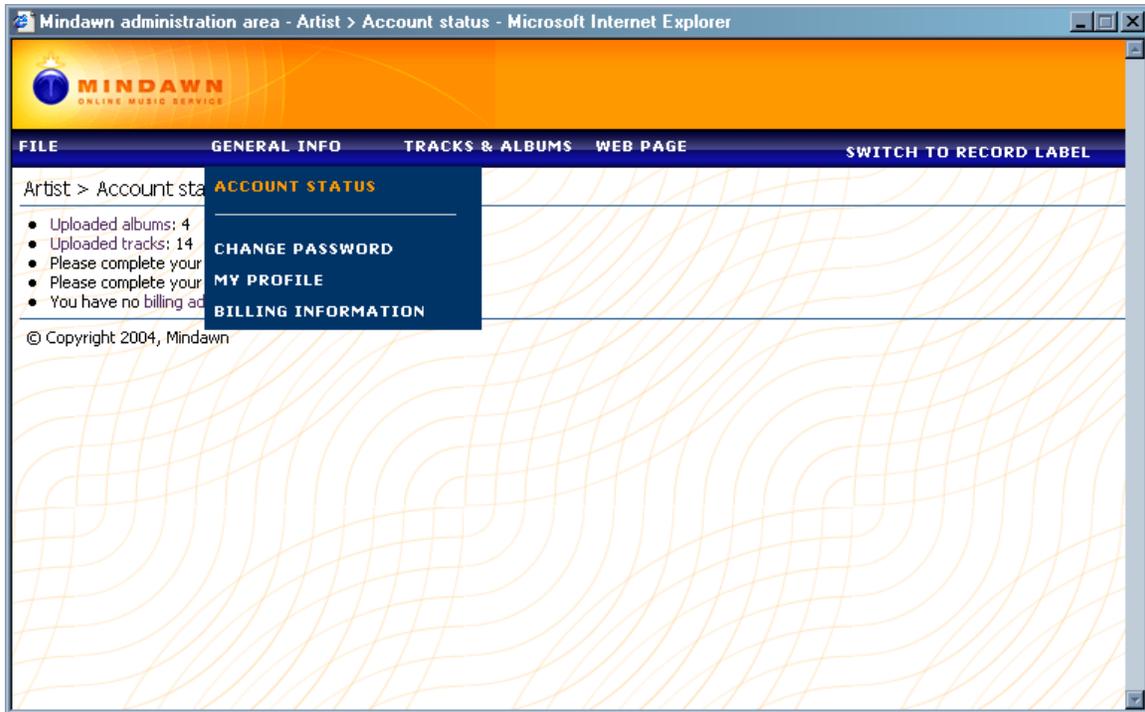
While you will spend the most time in “Tracks & Albums” you will want to spend a little time initially setting up your “General Info” and your “Web Page”. We’ll discuss each section in detail as we go. You’ll see a summary of your account in the main view that tells you how many albums and tracks you have uploaded and if there is any information that Mindawn still needs you to fill in.

Main Interface -> File



This is a configuration option setting for printing reports. You can specify how many records per page to display and also direct a printing operation to take place.

Main Interface -> General Info



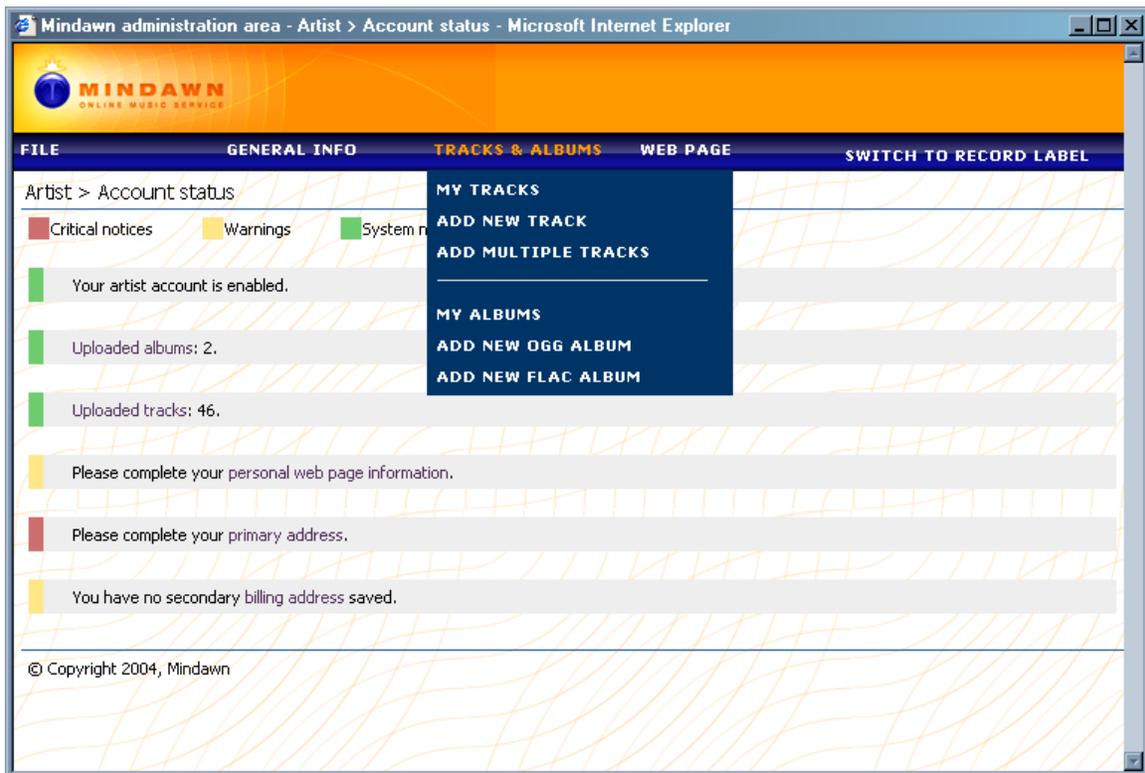
Account Status: Selecting this will display various information about your account such as billing status, etc.

Change Password: Allows you to change the password assigned to your account.

My Profile: Displays your billing and payment information and allows you to modify it.

Billing Information: Displays your primary address and billing profile and allows you to add additional billing information.

Main Interface -> Tracks & Albums



My Tracks: This will display a list of audio tracks that you have loaded, you will typically have a track twice, once as Ogg and once as FLAC.

Add New Track: This is pretty straight forward, but you need to be aware of a couple of important things, we'll cover the fields in the following screenshot:

Add Multiple Tracks: This is the same as adding a track, but you can queue up to 14 tracks at once that have the same fundamental information and then let them upload on their own.

My Albums: This will display a list of albums that you have configured from previously loaded tracks.

Add New Ogg Album: This and "Add New Flac Album" function identically, the only difference is that they each display only a list of corresponding audio file types, the dialog is described after the "Add New Track" section.

Main Interface -> Tracks & Albums -> Add New Track

Mindawn administration area - Tracks & Albums > Add track - Microsoft Internet Explorer

Tracks & Albums > Add track

Name:

Commission Rate:

Track file: Browse...
(You can upload .ogg or .flac files)

Visible?:

Keywords:
(Insert keywords separated by comma, max 250 characters)

Categories:
(Choose one or more categories)

Lyrics:
(No HTML tags allowed)

Name: This is the title of the track

Commission Rate: You have two choices here, “Exclusive” or “Non-exclusive”. If you track is not being distributed on any other electronic systems, then set to “Exclusive”. There are financial penalties for setting this to “Exclusive” if the track is being distributed through other electronic networks.

Track File: Click on “Browse” to find the file on your computer that will be uploaded

Visible: You can turn on and off the visibility of the track if you don’t want people to see it in Mindawn.

Keywords: This is very important, this is how people will find your music in many cases, so put in as many keywords as make sense. If you music would appeal to the fans of a similar band, then put that bands name in as well for example.

Categories: Select as many categories as fit your music, to select more than one, hold down the “ctrl” key while clicking. This is another important setting for people to find your music, please use appropriate categories however.

Lyrics: This field is optional, if you want to supply the lyrics, then you can type or paste them in to this field.

Main Interface -> Tracks & Albums -> Add Multiple Tracks

Mindawn administration area - Tracks & Albums > Add multiple tracks - Microsoft Internet Explorer

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FILE GENERAL INFO TRACKS & ALBUMS WEB PAGE SWITCH TO RECORD LABEL

Tracks & Albums > Add multiple tracks

Select Track:

empty
current
completed

Replicate tracks generic information (comission rate, visibility, keywords, categories)

Track 1

Name:

Commission Rate:

Track file: Browse...
(You can upload .ogg or .flac files)

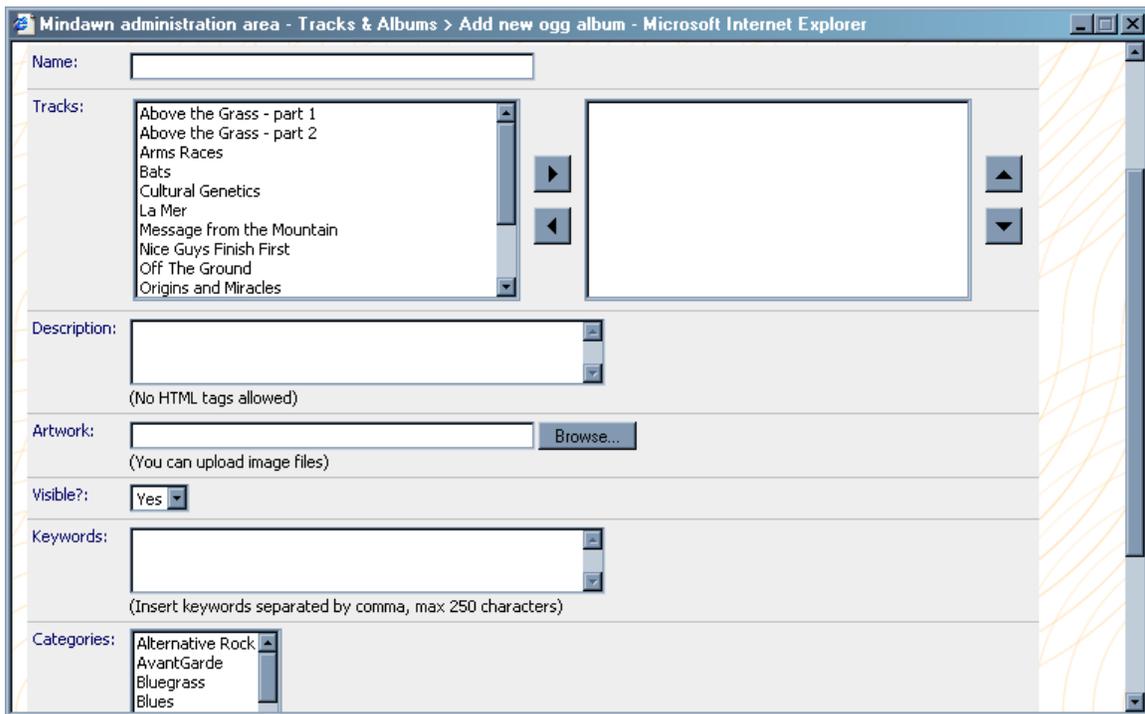
Visible?:

Keywords:
(Insert keywords separated by comma, max 250 characters)

Categories:

This page is really handy if you are uploading 2 or more tracks that have the same keywords, categories and commission rate, namely an album. What you will do is fill in all the information, then click on the next track icon on the top row. You will see all the information other than the Track File and Name replicated, just queue up as many tracks as you have or will fit and then click on the 'Add Tracks' button at the bottom of the screen. This can obviously take a pretty long time if you have a lot of data, and depending on your connection speed, so it's recommended that you do it at night or when you might be away from your computer so it doesn't interfere with your regular use.

Main Interface -> Tracks & Albums -> Add New Album



The screenshot shows a web browser window titled "Mindawn administration area - Tracks & Albums > Add new ogg album - Microsoft Internet Explorer". The form contains the following fields:

- Name:** A text input field.
- Tracks:** A list of tracks on the left: "Above the Grass - part 1", "Above the Grass - part 2", "Arms Races", "Bats", "Cultural Genetics", "La Mer", "Message from the Mountain", "Nice Guys Finish First", "Off The Ground", and "Origins and Miracles". A right-pointing arrow is in the middle, and up/down arrows are on the right.
- Description:** A text area with a "(No HTML tags allowed)" note below it.
- Artwork:** A text input field with a "Browse..." button and a "(You can upload image files)" note below it.
- Visible?:** A dropdown menu set to "Yes".
- Keywords:** A text input field with a "(Insert keywords separated by comma, max 250 characters)" note below it.
- Categories:** A dropdown menu with "Alternative Rock" selected, and other options: "AvantGarde", "Bluegrass", and "Blues".

Name: The name of your albums

Tracks: select the tracks on the left, click on the right pointing arrow in the middle to move them. If you want to change track sequencing you can use the up and down arrows. As tracks are selected from the left, they will be removed from the list.

Description: Description of your album, please be thorough so people know what it is about, this is how you are going to sell yourself.

Artwork: This is a thumbnail image of the album cover.

Visible: This will toggle the album so customers can see it or not.

Keywords: Once again, the keywords are very important, make sure to put as many keywords as appropriate to help people find your music.

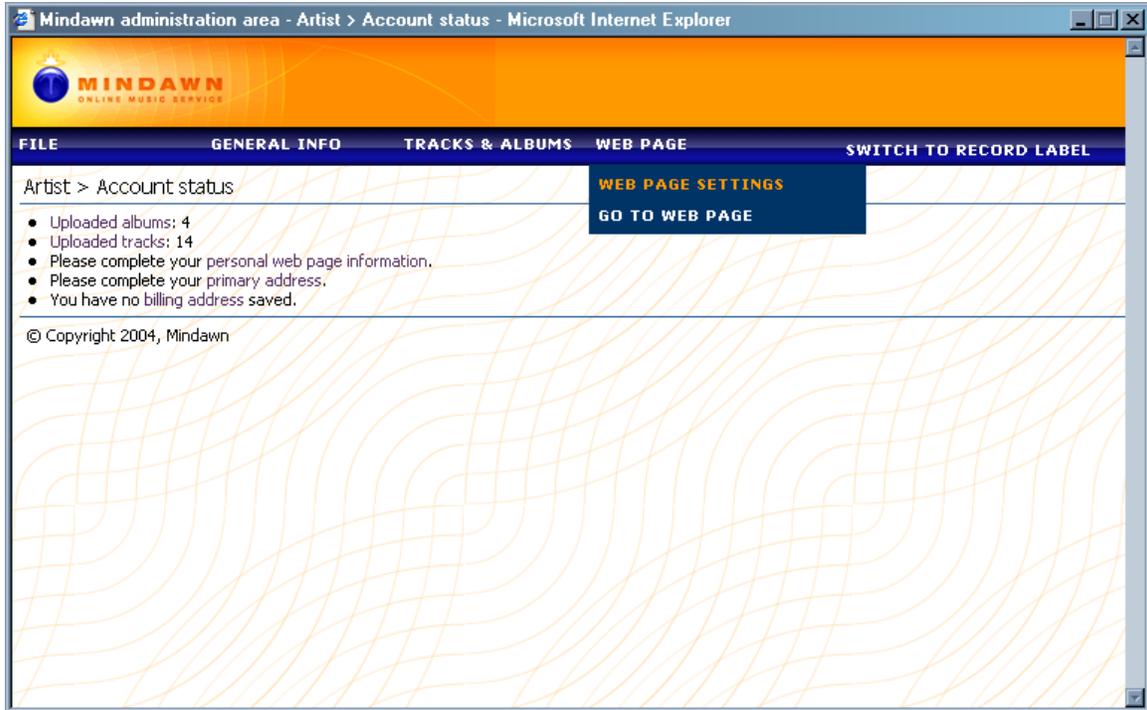
Categories: Select all the appropriate categories, just like you did for Tracks.

Main Interface -> Editing Tracks & Albums

Sometimes you will find it necessary to edit a track or album, either for keywords, graphics or descriptive text. This is all very simple to do, just click on the 'edit' link in the summary grid. What happens if you have to replace an audio track though because a customer has reported that there are noise artifacts in the audio? Well first of all, artifacts can arise sometimes because the computer that was ripping the audio became very busy at a bad point of encoding, or a problem in the upload process where something happened. This is a very rare occurrence, but when a customer reports it, we need to address it as quickly as possible. What you'll want to do is listen to the track if you still have it and verify what it sounds like, rip a new copy of the track in whatever format was reported as having a problem, and then the most important part, uploading the new track.

It is actually very simple to update a track, simply click on the track 'edit' link, select the new local copy of the file and click the button to update. This will take care of all existing order links and album links. What you do **not** want to do is delete the track and re-add it. This will de-link all the order history to the track and cause problems with any album the track is part of and will require that we manipulate the system database to repair everything. So just edit and upload and you're done, no fuss, no muss.

Main Interface -> Web Page



The screenshot shows a web browser window titled "Mindawn administration area - Artist > Account status - Microsoft Internet Explorer". The page features a blue header with the Mindawn logo and navigation tabs: "FILE", "GENERAL INFO", "TRACKS & ALBUMS", "WEB PAGE", and "SWITCH TO RECORD LABEL". The "WEB PAGE" tab is active, displaying "Artist > Account status" and a list of statistics and instructions. A "WEB PAGE SETTINGS" button is visible, with a "GO TO WEB PAGE" button below it. The background has a light orange wavy pattern.

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FILE GENERAL INFO TRACKS & ALBUMS WEB PAGE SWITCH TO RECORD LABEL

Artist > Account status

- Uploaded albums: 4
- Uploaded tracks: 14
- Please complete your personal web page information.
- Please complete your primary address.
- You have no billing address saved.

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WEB PAGE SETTINGS

GO TO WEB PAGE

Main Interface -> Web Page -> Edit Web Page Settings

Mindawn administration area - Web Page > Edit Web Page Settings - Microsoft Internet Explorer

Title:

Text:

Keywords:

Image:
Your image will be resized to 120x120 pixels.
Please provide an appropriate sized/formatted image.

URL Name:
Using this name your page will be located at: <http://www.mindawn.com/artists/Frameshift>

You will get an artist page as well when you create your Mindawn account, this allows you to customize it with text, a title and background graphic. In addition you can set keywords. Once you have everything set, you can take the URL that Mindawn assigns and give that out to folks so they can purchase your music electronically.

As you can see, other than the time to rip and upload the tracks, you can be up and available in Mindawn within minutes and your music will show up immediately.