

USA TODAY

MONEY™

March 11, 2014

NEIL YOUNG'S PONO MUSIC



ED RODE, WIREIMAGE

Neil Young wants to kick-start the quality of the music you listen to. The famed rocker plans to launch Pono Music this week on Kickstarter. The crowd-funding

site will be used to build support for the Pono Music ecosystem, which will offer studio master-quality music in an online store and a \$399 PonoPlayer. The portable device can store up to 2,000 digital albums. "We want to move digital music into the 21st century," Young said.
