



BOB BRYAN:
What does
'Emuse'
mean?



EMUSE: It came to me with a friend from Norway. It was just out of frustration to find a name. A name that no one else had. I've always wanted to EMUSE. Originally it was a visual break - it's like when you're driving down the freeway and you see something. It just catches your attention, it excites you for a second, it 'EMUSES' you!

