

MusicGenome's **Smart DJ**



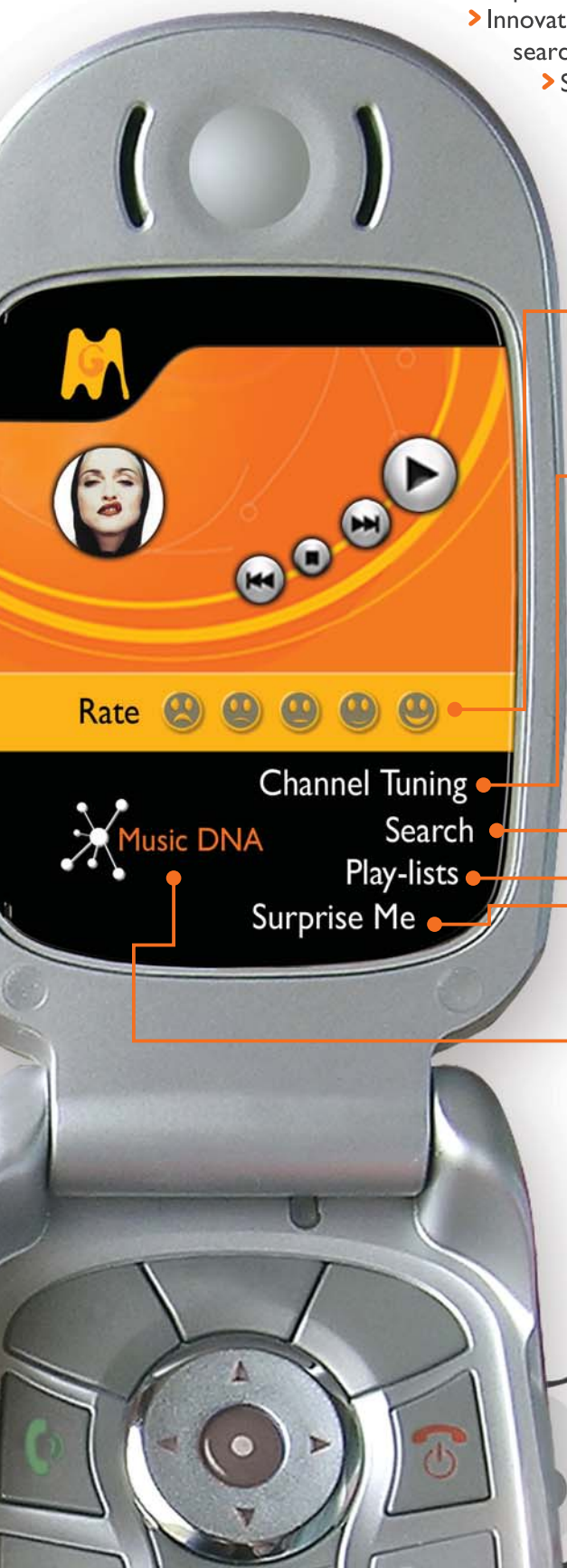
Let Your Music
Find You

Moving entertainment from a mass-market
service to a one-on-one interactive experience



What's Smart about Smart DJ?

- > A complete solution with everything you ever dreamed a player could grant you
 - > Innovative approach with a rich tools set for listening to diverse channels, intuitive searching, Music DNA editing and for generating diverse play-lists
 - > Smart DJ is based on Artificial Intelligence technology that simulates the user's taste in a bid to predict his/her favor songs surprisingly accurately



→ Senses you

First you listen and rate a number of songs, then Smart DJ generates play-lists for you in-sync with your taste

→ Follows you

You proceed to tune the variety of channels to your current mood, genre and lifestyle

→ Searches for you

Continue to search by artist, album, title, similarity and musical properties such as instruments, language, tempo and performer's gender

→ Stores play-lists for you

You create, modify and download play-lists according to your wishes and taste

→ Surprises you

Smart DJ offers you surprising songs that you will love to hear

→ Analyzes Music DNA for you

You can view the Music DNA created by Smart DJ, modify it and add properties

let your music find you

Welcome to Smart DJ
the first interactive
service to channel your
music the way you like
it wherever you are

Ron's Profile

- ✧ Simply Red: Starts
- ✧ ABBA: Take a chance
- ✧ U2: One

Smart DJ

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Sandy's Profile

- ✧ Aqua: Barbie Girl
- ✧ Phantom of the Opera
- ✧ Rubi Wiliams: Millennium

Smart DJ

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Music
G e n o m e

Marc's Profile

- ❖ Pink Floyd: The Wall
- ❖ Nora Jones: Don't know why
- ❖ Nirvana: Lithium

Smart DJ

Let your music find you

> Imagine no longer needing to chase your favorite sound tracks on your choice radio stations or online channels. Imagine your favorite songs reaching you where ever you are at home, at work or in the park...

> Let's say you could summon your very own music agent, someone who could penetrate the paths of your mind and surprise you with that number you needed to listen to all along, but never heard before...

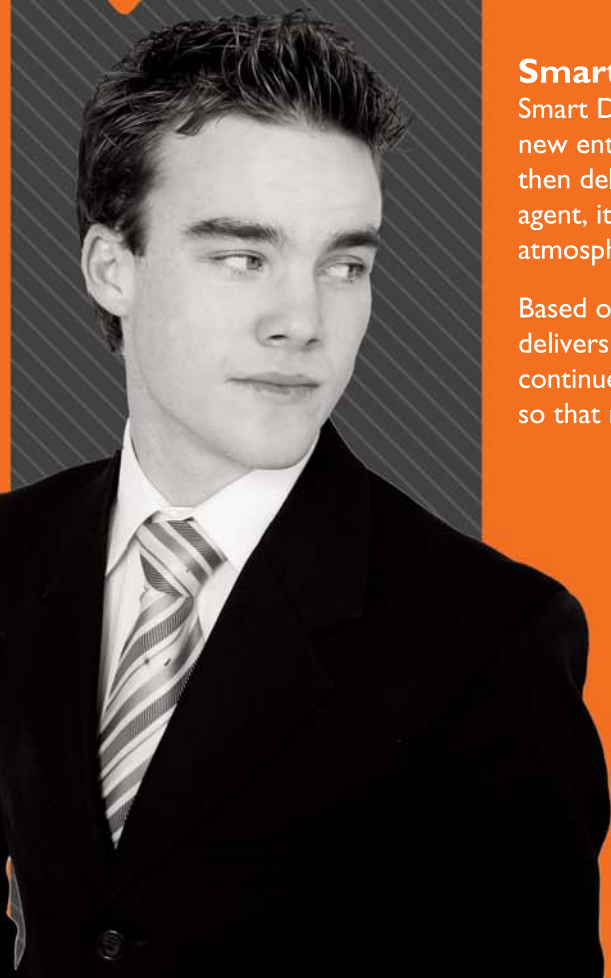
Smart DJ Taste Simulation

Smart DJ offers 3G mobile phone users the ultimate in music experience. It creates a new entertainment service that accurately analyzes listeners' music preferences and then delivers songs totally in-sync with the listener's taste. Acting as a personal music agent, it proposes play-lists that can be cross-genre or targeted to a specific mood and atmosphere.

Based on Artificial Intelligence technology Smart DJ simulates each user's taste and delivers the music that s/he loves, even music never heard before. Over time Smart DJ continues to adjust to a person's taste and keeps it updated by performing "fine tuning", so that music can be delivered with growing precision over time.

Smart DJ Highlights:

- Everything users ever dreamed a DJ could grant them
- Highly diverse music channels including: lifestyle, genre and mood that cater to users' taste
- Exceptional music selection accuracy based on **patented technology with 80% success rate**
- A proven solution for **boosting content sales**



Smart DJ Technology

Specializing in **Artificial Intelligent** music applications, MusicGenome developed a revolutionary approach to **simulating a person's taste**, based on the company's patented technology. The technology works through the following three-stage process:

- ❖ **Music mapping** – analyzing of the Music DNA and creating music maps that store relations between music items.
- ❖ **Profile building** – each user's profile is an individual entity representing the user's taste.
- ❖ **Musical matchmaking** – simulating the musical taste and matching the user's profile with aspects from the music maps.

Smart DJ's technology enhances the user's profile each time s/he is exposed to new listening experiences. Field tests reveal record success rates - of **80% success rate in predicting the user's taste**. The results are significantly higher than all competing methods including technologies based on analyzing music parameters or Collaborative Filtering.

Smart DJ - A Cross-Media Experience

Smart DJ has been designed to streamline a new music service across multiple media platforms with no technical barriers, whether it's through WAP, the Web, service terminals in retail stores or embedded on a device. Smart DJ builds a user's taste profile on each platform and then transfers it to-and-from the mobile device. The idea is to provide a new sound concept that is accessible and personal anywhere, anytime.

Now, in the age of convergence, service providers will benefit from a **cross-platform technology that enhances content relevance, builds brand loyalty and increases revenue while delivering a new concept, a wider range of content and a moving experience.**

Smart DJ Content:

- ❖ Content can be initially purchased with the mobile phone and/or provided by streaming.
- ❖ Being a smart agent, Smart DJ searches, identifies and downloads or streams your favorite tracks from online Web and WAP music portals as well as terminals in retail stores.

About MusicGenome

Founded in 1999, MusicGenome set out to create new ways to personalize and enrich the digital entertainment experience. The company comprises of leading experts in Artificial Intelligence and Music Cognition who developed a comprehensive infrastructure for identifying a person's innate taste. Dr. Dan Gang, MusicGenome's CEO, has worked with Stanford University's Center for Computer Research in Music and Acoustics. Music Genome's Chief Scientist, Prof. Daniel Lehmann of the Hebrew University, is an internationally renowned expert in the field.

Focusing initially on music, the company developed a patented technology that creates a personal music profile in a bid to provide highly accurate song recommendations.

MusicGenome and the ultimate cross entertainment experience

The concept of building a personal profile and offering a service catering to personal tastes is being targeted at other sources of entertainment. MusicGenome's technology is poised to deliver the ultimate cross-entertainment experience, e.g., from books to movies and even games. The personal profile, built by MusicGenome's technology, is applied to the entire entertainment spectrum. The integration of all services will provide a huge marketing edge for companies seeking dual or multiple sales techniques and compounded brand loyalty.

MusicGenome's solutions are designed for retail chains, cellular operators and cellular service providers, cellular handset manufacturers, content providers and online music sites. The company's technology, products and services have been proven to effectively increase traffic, loyalty and sales. MusicGenome systems have been successfully deployed in consumer locations around the world. The company is currently developing customized applications for a growing list of international customers.

Contact Details:

MusicGenome is headquartered in Israel.
International offices are based in USA, Germany, Poland, and Korea.
For more information, please contact headquarters at:

33 Hayetzira st.
52521 Ramat Gan
Israel
Tel: +972-3-7524848
Fax: +972-3-7524849
Email: info@musicgenome.com
Website: www.musicgenome.com

