

# MusicGenome

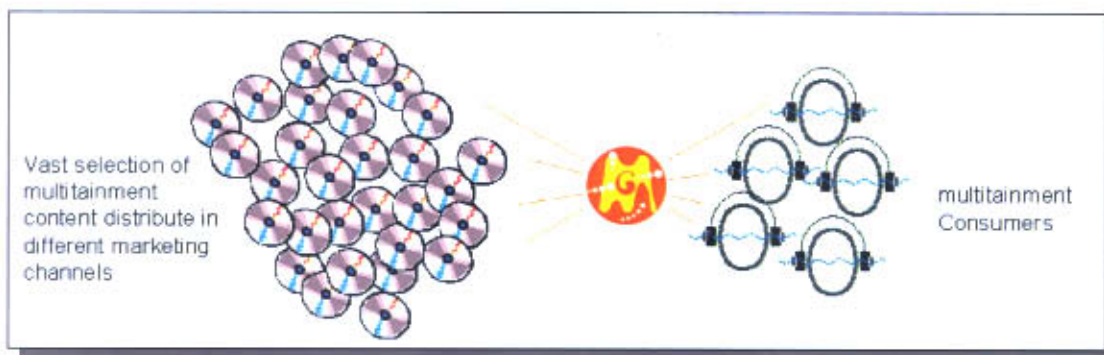
## Background

MusicGenome is a worldwide leading company in the domain of music personalization. MusicGenome was founded at the year 2000 and positioned itself at the junction between content distributors and music consumers, providing solutions to the difficulties of navigation and search in the ocean of digitized content entertainment world, thus providing targeted content to its potential users.

MusicGenome's cutting-edge technology is based on Artificial Intelligence and Music Cognition that learns the unique musical personal taste of the user and provides her/him with contents that match this taste with a prediction accuracy of 80%, thus providing the user with easy-to-use, enjoyable experience and the distributor with increased sales.

MusicGenome's technology has already proven itself in the music market to be effective in increasing the traffic, loyalty and sales. Recently, MusicGenome has broadened its line of products and the personal technology it has developed to the Multitainment (i.e. Music DVD, Video clips, Movies, RingTones, Video Games).

MusicGenome's services are available through all the distribution platforms, such as, cellular phones, targeted sales websites and music stations at CD stores. Among the company's customers are Media Markt (Germany and Austria), Saturn (Germany), Empik (Poland), Tower Records (Israel), orange (Israel).



## MusicGenome's Technology

MusicGenome has developed a revolutionary approach to identifying a user's musical taste and selecting songs that address this taste. This proprietary technology has been developed by the founders: Dr. Dan Gang, who has been affiliated with Stanford University's Center for Computer Research in Music and Acoustics, Prof. Daniel Lehmann of Hebrew University and Mr. Ron Gang who is a practicing musician and a music teacher.