

Unlike other methods for music personalization, which use statistical methods, song similarity or music classification, MusicGenome addresses the visceral, intuitive nature of music, which defies simple categorization. The MusicGenome technology consists of three processes:

- Music mapping – the company's patent-pending, cost-effective approach analyzes songs in a music library with a proprietary set of objective measurements and assigns a "music DNA marker" to each song.
- Profile building – a user's musical profile is built solely by analyzing his/her response to a small sample of songs, or by monitoring his/her listening or purchasing patterns.
- Musical matchmaking – once the user's musical profile has been constructed, MusicGenome simulates his/her musical taste and matches it with songs from its "music map". Each time a user provides new input on an additional music title, MusicGenome's technology enhances his/her personal profile. Field tests have shown nearly optimal success rates, which are significantly higher than with any other method.

Although the MusicGenome technology has been primarily designed for predicting which songs an individual would like, it also supports other features, including:

- Similarity-based search – MusicGenome enables users to find songs that 'sound like' a specific song that they like.
- Property-based search – with MusicGenome, users can create powerful queries, which are based on various musical properties, such as genre, language, mood and instruments.

Combining these features with the understanding of the individual's musical taste makes MusicGenome's technology the most complete, powerful solution currently available.

MusicGenome's platform is highly scalable, supporting multiple concurrent users and large song databases. MusicGenome's song analysis operation currently supports the mapping of 100,000 songs per month at very competitive costs. For this aim Music Genome has 30 trained professional musicians who continuously analyze the growing catalog. The analysis throughput can be enhanced by training additional musicians on the MusicGenome platform.

Recently, MusicGenome's research department has succeeded to discover similar technology that can learn the movie preferences of a user and recommend about movies that are fitting to the user's Movie Taste.

Solutions

1. **Cellular operators** are poised to take advantage of multitainment (music, video, ring tones, real tones, games, etc.). MusicGenome's innovative tools can assistance mobile operator to become a main distributor of multitainment content. These tools enabled phone