

subscribers to find multitainment items that they like by using Personal Taste Advisor. The Personal Taste Advisor helps the user to download multitainment items to her/his mobile phone, create personalized channels that fit the user taste in 80% accuracy, send daily multitainment recommendations.

- Retail Chains (Music and Movies)** – The Smart Music/Movie Terminal produced by MusicGenome is a shopper's best friend. The Smart Music/Movie Terminal is a powerful, yet easy-to-use device for music listening, exploration and recommendation. Just like an expert sales person, the Smart Music/Movie Terminal learns the user's preferences by exploiting the user's response to a small set of songs sampler or movie trailers. After learning the taste of the user the Smart Music/Movie Terminal can recommend other titles accordingly, with a prediction accuracy of 80%.



- Personal Channel** - MusicGenome's accurate technology learns and simulates the individual's musical taste, and then generates a play list consisting of songs suited to that user. Play lists can be cross-genre and can also be targeted to a specific activity or atmosphere (e.g. "working out", "romantic dinner"). They can be constructed from the full music catalog or selected from a professionally edited play list.