



MusicGenome, a company specializing in personalization for the cellular market, introduces its two innovative products: Personal Advisor and Personal DJ

MusicGenome, Inc. (www.musicgenome.com) announced today the release of its two innovative products to the cellular market: **Personal Advisor** and **Personal DJ**. MusicGenome's cutting-edge technology is based on Artificial Intelligence and Music Cognition. This Technology learns the individual's musical taste, and provides the user with content that matches her/his taste with a prediction accuracy of 80%. With MusicGenome's technology, the user enjoys easy-to-use applications, that create a fascinating experience, and the content distributor enjoys sale increases.

The Personal Advisor recommends a selected set of Cellular Items such as: Ringtones, Truetones, Video Clips, Wallpapers etc. to the users, according to their personal taste. These items can be downloaded onto the handset. The Personal Advisor helps the user find relevant content easily, especially in cases in which the user does not know exactly what s/he would like to download. The recommendations are based on the user's **Music Profile** built by the user by simply rating a few songs.

"The **Personal Advisor** is a powerful tool for enhancing the user experience and the effectiveness of searching for content. The accuracy in predicting what the user likes produces immediate stimulation for buying and hence increases sales" said Dr. Dan Gang, MusicGenome's Founder and CEO.

"The **Music Profile** can serve as a **Cross Content Profile**", said Prof. Daniel Lehmann, MusicGenome's co-founder and Chief Scientist. "This is another revolutionary technology created by MusicGenome. The **Cross Content Profile** is applied to all kinds of entertainment content. Once a Music Profile has been created, the same profile can be also used to predict video content, for example".

The Personal DJ learns the user's musical taste and generates a play-list that fits her/his taste. Accurate prediction of the music the user likes makes music channels more enjoyable than ever.