



MusicGenome's advanced technology can be used to **learn and simulate the individual's musical taste**, and then **generate 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").

The **Personal DJ** delivers an exceptionally high level of accuracy in song selection - reaching rates of 80% in predicting songs that match the individual's taste and are included in the play list. Moreover, MusicGenome's solution exposes the users to an enriching world of musical content that they like, which could not have been discovered by them in other ways.

"The **Personal DJ** is an excellent marketing tool for the 3G cellular operators; It combines the technology edge of the 3G handsets and network with real-time personalized user experience" said Dr. Dan Gang, MusicGenome's Founder and CEO. "It is better than i-Pod because the whole-world catalogue is open to the user and intelligent personalized editing tools are available".

For further information please contact:
Tami Parizat
VP Products & Marketing
Cell-Phone: +972-54-4489122
Email: tami@musicgenome.com