



Moodagent™ Reinvents Advertising Through Brand-Sentiment Technology

-- Ground breaking technology and enhanced mobile app is first to make mood-based advertising a reality --

COPENHAGEN, Denmark (April 5 2011) - Syntonetic™, the creator of the world's most popular mobile playlisting app, Moodagent™, today unveiled its latest feature rich version complete with the opportunity for brands to use its cutting edge technology for mood-based, hyper-targeted advertising for the first time.

Forecasting The Future

A recent report by the [Center For Future Studies](#) forecasts that the advertising industry may be headed toward an emotional-based model, where brands target consumers based on their moods and emotions.

With Moodagent, the industry may be closer to engaging with consumers through their moods than originally thought. Its technology has the ability to perfectly match brand values to the mood and musical taste of consumers, ultimately offering brands a platform to further engage with consumers.

“The chance for brands to tap into the cutting edge technology of the Moodagent app is an extremely exciting prospect. With Moodagent we've created a highly flexible advertising environment for brands to match their core values to the emotions of their key audiences,” said Peter Berg Steffensen, CEO Syntonetic. “So for example, you could be listening to Bob Marley's ‘Sun is Shining’ and an ad recommends a chilled relaxing beer or a groovy holiday destination. Through our deeper understanding of the intrinsic link between music and mood we empower powerful and emotional connections between brands and their fans.”

Launched today, Moodagent's latest mobile version for the iPhone has a beautifully designed user interface, perfectly tuned to the iPhone ethos, to make playlisting and music discovery as intuitive as possible. There might be extremely complicated technology behind this, but the end user experience is one of ease and instant satisfaction.

The flexibility and innovation of Moodagent's mobile recommendation platform means that it works not only for tracks but can be equally effective for other assets such as products. Indeed, the newest version showcases the first ‘branded’ recommendation campaign in which ‘sponsored’ tracks are featured along side Moodagent's own recommendations. By harnessing the revolutionary technology and popularity of the app, brands can leverage the unique opportunity to target audiences on a truly emotional level, making them sit up, take notice, and share their discoveries.

Revolutionary Music and Sentiment Technology

Moodagent is a cloud-based, intelligent mobile application that makes it fast and easy to create playlists based on mood. Its groundbreaking music profiling technology has, for the first time, unlocked the emotional codes of music understanding the mood of any track in a truly human fashion. This enables a highly relevant, personal and musical experience, which can now be applied to brand advertising opportunities.

Through a combination of human musicology and highly sophisticated artificial intelligence, Moodagent determines a unique music profile for each song - in effect understanding the music's DNA. This creates the equivalent of a full color palette and from this, endless combinations perfectly describe all musical and emotional elements in a single track. Therefore, apparently different and sometimes unexpected artists and songs can be united



together in specific playlists based on their emotion - and most importantly, in a way that allows brands to sit alongside them when values match.

Localized Recommendations: A First For Consumers

Moodagent's latest mobile version uniquely combines both acoustic, emotional profiling together with collaborative filtering and geographic targeting. For the first time ever, consumers can tap into music recommendations that are based on their mood and their location. For example, if a Moodagent in New York is listening to a particular Springsteen track, the tracks recommended are biased towards US tracks and NYC listening habits. Two users listening to the same Springsteen track will be able to receive slightly different recommendations - in tune with the local music and contextual preferences for a truly personalized experience.

These recommendations, which provide up to 90 seconds of a track*, are completely integrated with iTunes for a convenient, one-click, purchase experience.

Moodagent for mobile has already received widespread critical acclaim for its playlist quality and musicality. In fact, Moodagent was shortlisted for a Webby at 14th annual Webby awards in 2010. With over 5 million downloads to date and a highly active and engaged global community, Moodagent offers a truly unique advertising opportunity.

Moodagent for mobile is currently available for iPhone, Nokia and Android handsets and is compatible with the iPad. Download today from [iTunes](#), [Android Market](#) or [Ovi Music](#). Moodagent online is also available for [Winamp](#) users.

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* Dependant on local iTunes service

Notes to editors

About Syntonetic™

Syntonetic delivers powerful solutions for leading mobile device manufacturers, mobile operators, online music businesses and streaming music services, and provides applications direct to consumers. More than 5,000,000 customers from over 200 different countries have synced over 4 billion songs to create instant playlists based on moods and emotions. Syntonetic is located in Frederiksberg, Denmark, and can be found online at www.moodagent.com or on Facebook at www.facebook.com/moodagent

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