



Syntonetic Introduces Newest Member of Moodagent Family

Unique Recommendation Technology Lets BlackBerry Smartphone Music Fans Get Their Mood On

Copenhagen, Denmark (May 27th 2011) - Today, Syntonetic™, the company behind Moodagent the world's most popular mobile playlisting app, unveiled the first version of the app created specifically for BlackBerry® smartphones, uniting the extensive global community of BlackBerry smartphone users with Moodagent's 5 million music fans. To support the launch, Moodagent announced a special promotion in which customers can download Moodagent 3.0 from BlackBerry App World™ for free for a limited period.

Moodagent 3.0 for BlackBerry smartphones is a cloud-based, intelligent application that makes it fast and easy to create playlists and actively get music recommendations based on your 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. Moodagent's unique technology does all the hard work for you - just tell it how you feel, or give it a starting seed track and watch it search your collection together with the world's music library for exactly the perfect playlist for you. Moodagent gets it right every time!

In the design and development of Moodagent 3.0 significant focus has been placed on adapting the features specifically for BlackBerry smartphones OS 5.0.0 or higher. The result is a smooth and highly intuitive user experience of automated playlisting and music exploration. Most notably is the way that recommendations are presented.

Braided, Localized Recommendations: Exclusive to BlackBerry

Moodagent's latest mobile version has a uniquely designed user interface to make playlisting and music discovery as intuitive as possible on BlackBerry smartphones. It also evolves the recently launched recommendation technology to create braided playlists which combine acoustic, emotional profiling with collaborative filtering and geographic targeting.

Unlike previous versions, recommendations on BlackBerry smartphones are presented as braided into the playlist for a continuous flow of music which mixes the users' own music with online recommendations. Each song on the playlist triggers a recommended track, based on the inherent musical qualities of the specific track and mood profile. Press play and then users can sit back and explore up to 50 entirely new songs in a total playlist of up to 100 that match their mood completely.

Each recommendation offers a 30 second snippet of the track which users can simply listen to and move on, or, if they like what they hear, can purchase and add to their library in a click.

Braided recommendation also integrates the specialized localization element of Moodagent's technology to ensure that no matter where in the world users are based they receive a customized and personalized experience with local music and contextual mood preferences.

"We are delighted to add support for BlackBerry smartphones to our expanding family and to create unique and powerful musical experiences for users around the world," said Peter Berg Steffensen, CEO of Syntonetic. "The braided recommendations have been developed exclusively to deliver even richer on the go music discovery, sharing and play. It's an entirely new way of exploring music, and it carries the Moodagent seal of accuracy."



Play and Share: Become Your Friends' Music Guru

Users simply set the sliders to match their mood or select a seed track from their own music library and are then presented with a full playlist of up to 50 tracks. Each track on the playlist can then generate a series of recommendations based on the inherent mood qualities of the original track.

Moodagent 3.0 for BlackBerry smartphones lets users discover artists and music old and new, allowing them to then share the fun and unusual connections they uncover. Sharing moods with friends is made easy through Facebook and Twitter, by simply tweeting the track that's playing, or by posting an entire playlist to Facebook. These posted playlists or tracks also create an instant buying experience, in which tracks can be purchased in a click.

In A Nutshell: Moodagent 3.0 for BlackBerry Smartphones Features

- Automatically profiles your music based on emotion, mood, genre, sub-genre, style, tempo, beat, vocals, instruments and production features
- Instantly create mood-based playlists by setting the mood-sliders or choosing a seed track
- Music recommendations: Users can activate a playlist with a mix of their own library and then use any track within that playlist to generate online recommendations that match the specific mood values of the playing track
- Greater mood control: Disable specific mood-sliders to exclude in the playlist
- Intuitive UI: seamless interaction through touchscreen, trackpad and keyboard control
- Instantly buy recommended music
- Try before you buy: Pre-listen to recommendations
- Save and replay favorite playlists
- Remove songs from a playlist
- Share your mood and taste in music on Facebook and Twitter
- Headset Controls: All native remote control commands work with Moodagent, including pausing the song while answering a phone call

Moodagent for mobile has already received widespread critical acclaim for its playlist quality and musicality. The app was recently shortlisted for a Webby at the 14th Annual Webby Awards in 2010 and has been selected as an Official Honoree for the **Music** category in The 15th Annual Webby Award in 2011.

Availability

Moodagent 3.0 for BlackBerry smartphones is now available for the BlackBerry® Torch™ 9800, BlackBerry® Storm2™, BlackBerry® Curve™, BlackBerry® Bold™ and BlackBerry® Tour™ users on BlackBerry App World (www.blackberry.com/appworld).

Normally priced at \$5 for the ad free version, BlackBerry App World customers can download the new app free until Friday 10th June. A free ad supported version will also be available from this date.

For more information please visit [Moodagent 3.0 for Blackberry](#)

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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 <http://www.moodagent.com> or on Facebook at <http://www.facebook.com/moodagent>



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