



Moodagent Collaborates With AOL's Winamp For Compulsive Music Exploration

-- Pick Your Track And Pick Your Mood --

Discover the Science and Psychology Behind Quality Music Recommendations with Moodagent

COPENHAGEN, Denmark (December 10 2010) - Syntonetic™, the creator of Moodagent, together with Winamp™ today unveiled the first integrated online version of the Moodagent playlisting and recommendation technology - **Moodagent for Winamp Online Service**.

Simply, **Moodagent for Winamp Online Service** is an intelligent music recommendation service which allows users to explore a huge collection of music based on mood profile and track selection either by picking a track from the user's existing music library or from 7digital's online music catalogue.

Compulsive Exploration: From Lionel Richie to Kings of Leon?

Unlike any other online music provider or recommendation service, **Moodagent** combines science and human emotion to create a unique and integrated music listening experience. This enables the technology to find similarities in particular tracks and across artists you otherwise would never have considered juxtaposing. With just a few explorative steps you could find yourself leaping from Lionel Richie to Kings of Leon without missing a beat...and it still make perfect listening sense.

Moodagent's musicologists achieve this by training the system to analyze a song's digital sound segment - in effect understanding the music's DNA. Each track is amplified through 34 artificial intelligence parameters in order to determine it's unique profile, this creates the equivalent of a full color palette for each song and from this endless combinations perfectly describe all musical and emotional elements in the single track. That's why Moodagent can effortlessly match songs based on mood rather than simple tags such as "genre" etc.

The Science: How Does Moodagent Work?

Moodagent differentiates itself from all other popular music recommendation services by delivering the best quality and most musical recommendations.

Unlike other solutions on the market that use manual tagging, editorial and collaborative filtering, **Moodagent** uses a hybrid approach combining digital processing, audio analysis, music science and artificial intelligence to identify how music is perceived emotionally.

Similar to a DJ who's immersed in human interaction and emotion and not solely focused on the beats per minute or genre of a song, **Moodagent** responds to the user's request and mood by using science to identify the highest quality recommendation.

The Service: What is the Moodagent for Winamp Experience?

Moodagent for Winamp Online Service users simply select a seed track from their own music



library or from within 7digitals library of over 6 million MP3 tracks and are then presented with nine high quality recommendations from the Moodagent database. From here users can choose to listen to a snippet of the recommendation, buy and download the track or use a recommended track to generate an entirely new search.

"It is really exciting to see the success Moodagent has had as a mobile app for smart playlisting transformed onto a web-service for the Winamp desktop," said Peter Berg Steffensen, CEO Syntonetic. "By looking after the music through a truly musical approach, we are making the future of discovery and exploration inspiring and engaging for Winamp's millions of users around the world."

Moodagent for Winamp Online Service is free and available today to Winamp's nearly 60 million unique users around the world*. Winamp users can select and add it from the Winamp Add-Ons Gallery or learn more at winamp.com/online-services.

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 3,000,000 customers from 187 different countries have synced over 1 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.

ENDS

UK Press Contact:

Una Kent
+44 7802365956
Skype: wellkent
una.kent@gmail.com

US Press Contact:

Emily Burgess
646.381.3400
Skype: burgeurge1
emilyb@cakegroup.com

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