



Moodagent for tablet has arrived

First dedicated tablet version debuts on the newly launched HP TouchPad

- Moodagent, the world's most popular mobile playlisting solution, today launches their first dedicated tablet version, developed especially for HP webOS
- As a featured app, Moodagent will be given a showcase spot in the new HP webOS App Catalog on TouchPad as well as other promotional features

Copenhagen, Denmark (July 7, 2011) - Moodagent has today launched its first full tablet version. Moodagent for HP webOS has been designed and developed to deliver a truly integrated tablet experience and will first be available for the recently launched HP TouchPad device. With this new addition Moodagent are harnessing all of their experience in delivering the world's best mobile playlisting app and bringing it not only to a new platform but also to a whole new environment.

Moodagent for webOS is the first "true" tablet version of Moodagent; it works in portrait and landscape mode, and has been designed specifically for the webOS design guides and UX principles. Moodagent for webOS takes full advantage of the HP TouchPad and webOS capabilities, including the vibrant 9.7-inch multi-touch display, webOS next-level multitasking to let you run multiple applications at the same time, as well as the Beats Audio™ technology for outstanding sound quality.

Moodagent sees the tablet environment as an exciting new frontier for music, with analysts predicting exponential global market growth from around 17 million units in 2010 to over 70 million units in 2012*. With this rapid market expansion the company believes that the tablet environment, with its larger screen format, will take the music exploration experience to a whole new level.

"HP's decision to go all in with webOS across multiple form factors positions them as a very serious platform player now and for the future," said Peter Berg Steffensen, CEO at Moodagent. "We are thrilled to have been selected as one of the first featured apps for the brand new HP TouchPad and we can't wait to engage HP users with our innovative music experience."

The Moodagent Experience

Moodagent is the intelligent music player that instantly creates perfect playlists from your local music library based on your mood. Simply give Moodagent a starting track or set the sliders, and you will instantly receive a tailor made playlist based on your mood.

One of the newest features recently introduced by Moodagent is music recommendation so not only does the app know your personal music but it now delivers the most amazing recommendations and purchase suggestions matching Your taste, Your collection, Your mood, Your music style. The app's unique technology takes everything into account, even the type of vocals, instruments, the production, and it covers all music styles from classic to punk, from Madame Butterfly to Lady Gaga ... oh, and we have deals with shops so you can get the tracks easily. Couple that with the tablet environment and you've simply never had a better music exploration and discovery experience.

"The Moodagent app is a great fit for both the webOS platform and the TouchPad," said Richard Kerris, vice president of webOS Worldwide Developer Relations, HP. "It reflects the power of the tablet environment as an extension of our users' connected world, seamlessly balancing fun with productivity within their busy lives."

Moodagent for webOS key features:

- Instantly create mood-based playlists by setting the mood-sliders or choosing a seed



- track
- Discover new music that perfectly fits your mood and location - if you like what you find, buy it in one click
- Automatically profiles your music based on emotion, mood, genre, sub-genre, style, tempo, beat, vocals, instruments and production features
- Remove or exclude songs and artists from playlists
- Save and replay favorite playlists

The launch of Moodagent for webOS is another example of how the Moodagent team are building on their highly acclaimed, patented technology, to create exciting new products and solutions for their partners and are already creating the cutting edge technology today that is defining the future.

Moodagent is available on iPhone, Android, Symbian, BlackBerry, Windows desktop and now on webOS with even more to come.

About HP TouchPad

HP TouchPad is part of a growing family of webOS devices designed to keep people better connected.⁽¹⁾ With webOS, HP TouchPad users have a next-level multitasking experience, integrated access to their information with HP Synergy, the ability to find information on the device or the web using the Just Type feature, and unobtrusive notifications.⁽²⁾ TouchPad is a productivity powerhouse that also offers access to the cloud and entertainment, including movies, TV shows, games, photos, books, magazines and premium audio playback with stereo speakers and Beats Audio™ technology.⁽³⁾ More information about HP TouchPad is available at www.hp.com/touchpad.

- END -

Notes to editors:

* The global tablet market is set for exponential growth over the next few years with the total market estimated at around 17 millions units in 2010, moving to nearly 45 million units in 2011 and just over 70 millions units in 2012 (source [IDC](#) 1/18/11)

About Moodagent™

The team at Moodagent deliver 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. Moodagent is located in Frederiksberg, Denmark, and can be found online at www.moodagent.com on Facebook at www.facebook.com/moodagent or on Twitter at www.twitter.com/moodagent

(1) Internet access within wireless coverage area only. Wi-Fi within range of 802.11a/b/g/n Wi-Fi network. Some Wi-Fi hotspots may require fee for usage. Not all web content may be available. Email and related information required for setup and activation.

(2) Within wireless coverage area only. Microsoft Exchange email, contacts, and calendars available for ActiveSync only; requires Microsoft Outlook using Exchange Server 2003 with SP2, Exchange Server 2007, or Exchange Server 2010.

(3) Third-party software available separately. Within wireless coverage area only. Requires data services at additional cost. Not all apps available on all devices.

PRESS CONTACTS

Moodagent

International

Una Kent

+44 7802365956

uk@moodagent.com

Denmark

Casper Falbe

+45 60 64 44 46

cf@moodagent.com