

Music Recognition

**Ever wondered what song was playing,
but you couldn't find out? Now you can!**

"What are they playing?"

"I don't know, let's find out. I'll dial the Music Service."

"Please start recoding by pressing #"

"Recording..."

"Thank you – an SMS with the answer will be sent to you shortly"

"Wow! That is a great song. I will buy the ringtone."

Go to the music/ring tone shop and buy your new favorite ringtone



Music Recognition

We provide two different interfaces for the end user

Via IVR

- Customers call the IVR to access the Music Recognition service
- Target segment is the low/mid end phone
- Main benefits: Can target 100% of subscriber base

Via operator branded application

- Better user experience (cool application, create buzz, nicer to promote)
- Possibility to communicate with customer, e.g. promote specific artists, add links to music shop, etc.
- Parts of subscriber base can be reached
- Need distribution of application (e.g. download from portal, WAP Push, pre installation)

Key benefits

Drive content revenue streams

- Sales of ringtones and music
- Music related content, e.g. tickets for concerts, T-shirts

Drive VAS revenue streams

- Charge for SMS distributed to end user with a successful recognition with link to mobile ring-tone shop

Differentiate the brand and image from competitors

- Appealing to be connected with music and artists

Technical requirements

IVR

- Operator provided IVR with open API providing audio data, country code and phone number
- Operator provided SMS server with open API
- Integration of music shop offerings

Application

- Applicable for all mobile platforms
- Internet connection
- Sound recording



About Cybercom

The Cybercom Group is a high-tech consultancy that offers global sourcing for end-to-end solutions.

The Group established itself as a world-class supplier in telecom management, security, Internet and mobile services, as well as embedded systems. Thanks to its extensive industry and operations experience, Cybercom offers strategic and technological expertise to these markets: telecom, industry, media, public sector, retail, and banking and financial services.

The Group employs about 1800 persons and runs projects worldwide. Cybercom has 25 offices in 10 countries. Since 1999, Cybercom's share has been quoted on the NASDAQ OMX Nordic Exchange. The company was launched in 1995.

Contact Details

For further information, please contact:

Jamal Mekdachi
Managing Director, Cybercom MEA
jamal.mekdachi@cybercom.com
+971 502 121 618
+961 70 121 618

or visit our website
www.cybercom.com