



Music Search Made Easy with New Technology

MusicIP brings the beauty of the “Long Tail” to music

Las Vegas, NV—CES (January 11, 2007) — MusicIP, the first global search engine for music, announced immediate availability of their industry-leading music search to music sales, subscription and distribution companies. Built on MusicIP’s database of over 26 million analyzed songs, the new Acoustic Discovery service lets consumers use familiar music to find new songs to their taste—in any catalog.

Built on patented technology, MusicIP’s Acoustic Discovery Service provides the ease-of-use of a search engine, with a foundation built on the inherent musical characteristics of the tracks themselves. Users search for the music they know, using artists’ names, albums, or even favorite tracks. The Acoustic Discovery Service identifies musically similar selections instantly.

“Our approach is unique in that the recommendations are based on musical characteristics within the songs themselves, tied back to a massive vocabulary of music terms,” said Dr. Matthew Dunn, CEO of MusicIP. “We’ve captured the musical characteristics of most of the tracks in circulation—tens of millions—and can relate them directly to every track in a company’s catalog. We think this music search-engine approach will give consumers control over the flood of new music, and enable profitable new models for the industry.”

MusicIP’s Acoustic Discovery technology is language-independent, making it ideal as a discovery method for music crossing over between different nations and cultures. In addition, the technology can be quickly integrated into any Web-enabled application and is hosted entirely by MusicIP.

Acoustic Discovery technology will be on display in the MusicIP booth at CES in Las Vegas, January 8-11, 2007, Sands Hall, Download Tech Zone, Booth #70031.

About MusicIP

MusicIP provides music relationship solutions for digital music devices, applications and online services. The company is the market leader in track-centric music, with patented technologies and the industry’s largest dataset of over 25 million fingerprints and musical signatures. Solutions include consumer electronics firmware, SDKs, hosted music search and the largest open-source track ID and free metadata service, MusicDNS. For more information, visit www.musicip.com



Contact:

Stephanie Phillips, VP of Marketing
MusicIP
+1.214.679.6590
stephanie@musicip.com

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