



## **Ripfactory Builds MusicIP Technology into Custom Music Applications**

*Software Development Kits by MusicIP Change Music's Usability*

Monrovia, CA ---September 25, 2006—MusicIP, the world's most comprehensive music search engine, announces that Ripfactory, one of Europe's most experienced CD digitization enterprises, will be building core MusicIP functions into its solutions for companies looking to bolster their digital music offerings.

In addition to their focus on fully automated CD transfer solutions, Ripfactory offers custom software development, and many other products and services exclusively within the digital music space.. By licensing MusicIP's Software Development Kits, Ripfactory will integrate tools for playlist generation, music mood setting, and optimized music analysis into their custom applications.

These solutions are made possible by MusicIP's deep set of data and complex, proven algorithms that can tailor the music in a listener's personal library. Listeners are offered a variety of unique ways to create and shape music playlists out of their music collection with ease.

"We encourage companies to integrate the functions and services of our platform into their own applications," said Dr. Matthew Dunn, CEO of MusicIP. "By building applications that utilize the unique features of our technology, Ripfactory can ensure that companies using their applications will get more music into the hands of more people."

"Integration of MusicIP Technology into our Ripstation and OEM products is key to our forward strategy, in order to enhance the discovery of music content and offer unique user experiences to those customers 'going digital'", said Patrick McGrath, Ripfactory's Director of Technology. "In conjunction with our third party relationships, MusicIP provides us exciting ways to enhance our offering and ultimately create revenue opportunities"

### **About MusicIP**

Founded in 2000, MusicIP is a revolutionary technology company that is re-inventing the digital music business by providing unique solutions to a continually evolving industry. MusicIP provides patented, scalable solutions for music devices, desktop



applications and web-based services. The company's value proposition is simple: make music more enjoyable and accessible for people, so that artists, retailers, and consumer electronics manufacturers sell more music. For more information, visit [www.musicip.com](http://www.musicip.com)

### **About Ripfactory**

As one of Europe's most experienced CD digitisation companies, Ripfactory provides a range of software solutions covering every facet of the digital music service industry from automated encoding to metadata services. Ripfactory seeks to work with all areas of the music industry in order to provide innovative and creative solutions to some of the challenges in the emerging digital music space. In addition, the company also aims to identify and promote innovative business models that will help manufacturers, service providers and end users benefit from new audio technologies. For more information, please see [www.ripfactory.com](http://www.ripfactory.com)