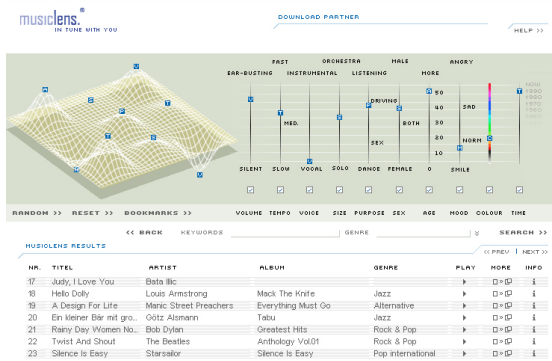
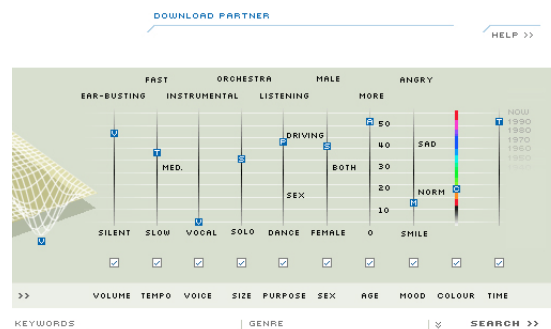


MUSICLENS® In tune with you



The list of results is displayed. At the same time, the user sees the search profile he or she defined - via the slider navigation and also as a graphical wireframe profile...



Easy-to-use application thanks to intuitive slide control navigation

MusicLens®

MusicLens® is a versatile music search engine that can be flexibly used in Web shops, music archives and other media-intensive Web applications. Music-Lens® is the solution if you want to get fast results from large volumes of music data, despite entering vague search queries.

When you only have a general idea of what you're looking for, the MediaLens search technology (MusicLens® is based on MediaLens technology) meets the search requirements by using clever abstractions and an intelligent interface. In this way users are given recommendations that genuinely match their search intentions. Using the slide control navigation (similar to the mixing panel in hi-fi systems), users can perfectly describe the kind of music they like. In this new kind of search function without any restricting search items, the system browses through and sorts out the entire stock of music profiles. This makes frustrating no-match results impossible. Furthermore, users can also specify a particular genre or artist. The search is then refined accordingly. A "more like this" function enables users to find other songs that correspond to the search profile.

Benefits

MusicLens® users can pinpoint results without having to enter precise search queries. The programme suggests not only well-known song titles, but also selections with which the respective user was previously unfamiliar. MusicLens® makes it possible for users to expand their own personal musical repertoire.

In the business-to-business segment of the market, MusicLens® is ideal as a service offering for film, radio and television buyers. It proves suitable as a service utility, since it delivers theme-based results that can be used as playlists for preselection purposes.

In the business-to-consumer segment, MusicLens® can be used as a recommendation generator. It not only finds current and classic hits, but also pieces from the back catalogues, making these better known as a result. Intuitive operation and clear design bring about a positive (buying) result that soon leads the user back to the music download shop.

Key Facts

- delivers concrete results even when the search information is vague
- uses genuine taste profiles (no profiling by computer programmes, etc.)
- delivers titles that correspond to the music tastes of users, even if the users are still unaware of them or cannot specify search items for them
- always delivers a search result, without any frustrating no-match outcomes
- combined search allows users to refine search by naming genre or artist
- impresses with its modularity and scalability - even large volumes of data can be searched in fractions of a second
- can be integrated into all current e-commerce solutions and music download concepts
- an open interface to the database and the Web server provide for a simple integration path