





## Moodmixer-Catwalk uses Moodmixer- UMM-Services

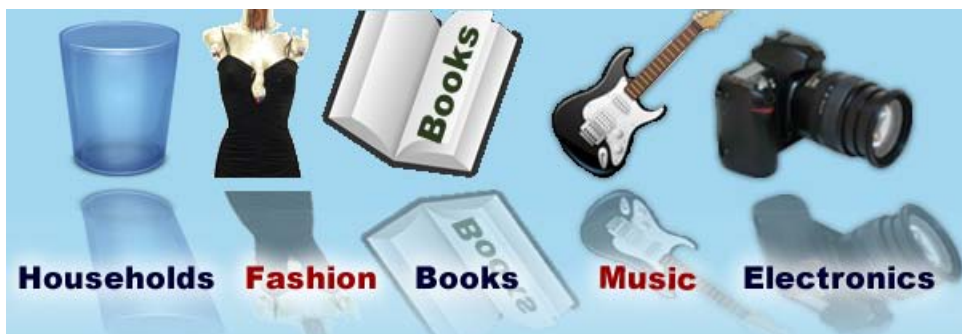
Moodmixer Catwalk is an Adobe Flash, Javascript or MS Silverlight application that fully automated and dynamically presents all or a selection of products from an online shop or digital catalogue like on a fashion catwalk or conveyor belt. This way a visitor gets a good and quick overview of a shop's or portal's contents.

Being presented like this a lot more products can attract a visitor's attention which wouldn't happen by letting the visitor search for products. The inducement to buy will be increased as a result. At the same time Moodmixer Catwalk offers the possibility for content providers to control the dynamic presentation and thus be able to efficiently promote niche products without additional editorial costs.

The sequencing of the content and with it the presentation frequency can be controlled by using different kinds of weightings for individual products, product groups, categories or values of meta data. The basic principle: the higher a weighting, the relatively more often a product will be presented. Product with a lower weighting will be mixed in-between at a lower frequency.

Benefits of automated sequencing with Moodmixer catwalk:

- Saves up to 98% editorial time
- Gives a lot more content or products visibility
- Offers interactivity to users (real time selection)
- Keeps control of displayed items
- Sequencing controlled by ratings and distribution algorithms creates the perfect mix within the presentation
- Offers highest product variation
- Format openness: use click rates, user ratings, price, content age and many other data to control sequence
- Promote specific products with ease
- Promote back catalogue or niche products automatically
- Logging of presented items increases variation within presentation and guarantees highly increased product visibility





# Moodmixer™-Core technology: The UniversalMixMachine

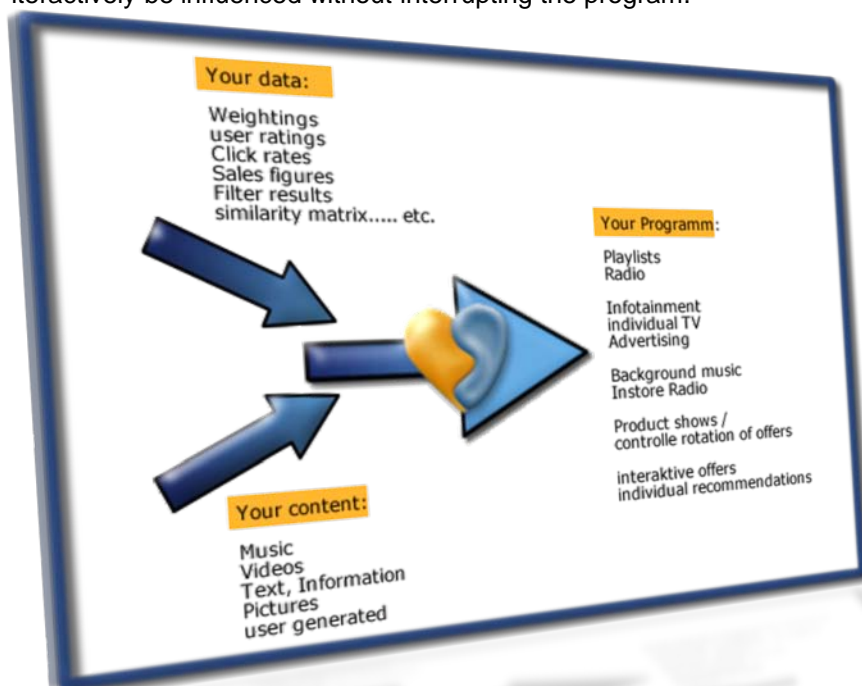
**With Moodmixer™-UMM-Services (UniversalMixMachine) you can increase the visibility of your products**

**The Moodmixer-Core-Technology „UniversalMixMachine“ is an intelligent calculation service that on demand and in real time hands out a sequence of digital items to be displayed, dynamically or played in a program.**

The UniversalMixMachine („UMM“) is a digital selection and sequencing tool, NO RANDOM, which consists of statistical and heuristic data analysis and algorithms, that offer highest possible control ,at the same time best variation (by logging used items) within the sequence and over time and a minimum of repetitions.

The selection and sequencing of items in a product show or multimedia program calculated by **Moodmixer™-“UMM“** is based on weightings and distribution algorithms, that can be handed over by content provider and user. The user will receive a customized selection, the provider is offered the possibility of promotion ( principle: higher weightings result in relatively higher usage frequency) This way presentations will not only be generated for each individual, but offers interactivity without the provider losing control completely of what is being used.

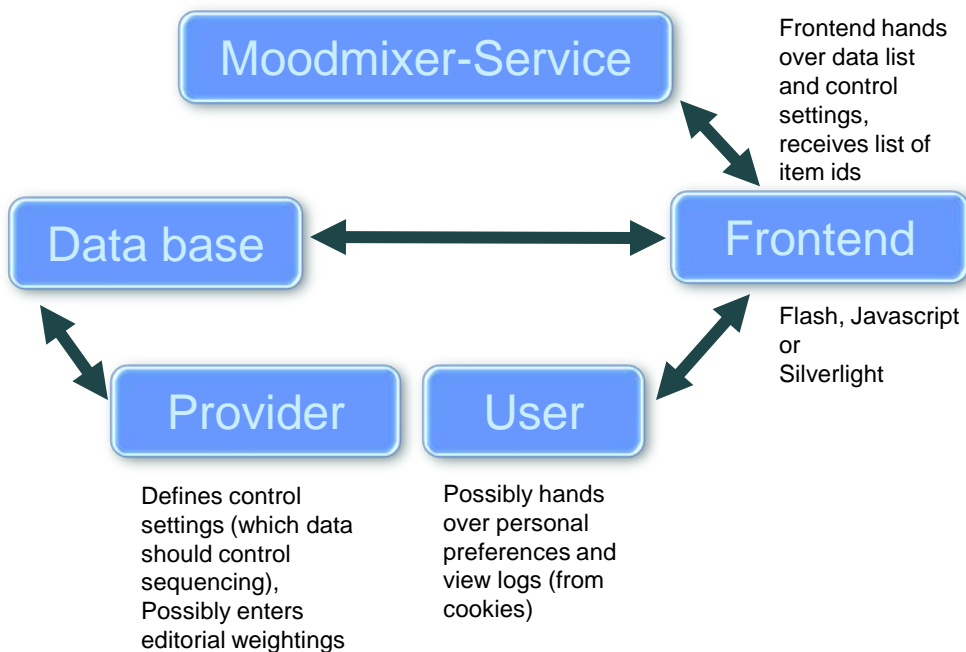
Instead of pre-planned sequenced and static lists, with the „**UMM**“ customers can generate a constantly running data flow, item after item, that can interactively be influenced without interrupting the program.





# Moodmixer™- Catwalk Technical requirements

## Moodmixer- Catwalk implementation:



## Technical requirements for Moodmixer-Catwalk:

- XML-file or XML-interface for the output of product data and control settings ( i.e. sales figures, price, product age, results from similarity matrix, semantic analysis or filters etc.)
- Minimum data requirements
  - Product-ID
  - URL for Produkt picture (\* please read below.)
  - Product price
  - Product description
  - Sales rank
  - URL to product page

### OPTIONAL:

- Descriptive meta data, Flags(for specialized, highlighted display of Bestsellers, on sale products, remainders etc.)

**\*ATTENTION:** pictures of products should be of same size in order to ensure even display. Alternatively pictures can be resized on demand which can result in high server load!!!





# Moodmixer™- catwalk Configuration levels

## Moodmixer-Catwalk Features and Services

Features				
No. Of products	Demo: Max. 1000	< 500	< 5.000	>5000
Produktdata XML-output	Output as XML, EXCEL or tab separated CSV/TXT- file	Output as XML, EXCEL or tab separated CSV/TXT- file	Output as XML, automated data exchange	automated, exchange with necessary data sources
Selection and sequencing	Moodmixer-™UMM	Moodmixer-™UMM	Moodmixer-™UMM	Moodmixer-™UMM
Shop- or Portal frontend	Java Script, Flash	Java Script, Flash	Java Script, Flash,Silverlight	Java Script, Flash,Silverlight
Configuration level*	Standard	Standard,I	Standard,I, II	Standard,I, II, III
Design of Catwalk frontend	As requested / self	As requested / self	As requested / self	As requested / self

### **Standard: Moodmixer-Catwalk based on sales data**

Flash application that presents a calculated product show based on sales data. In difference to static filtering results or pre-configured product carousels with a limited amount of products this system features one by one all available products. The higher the sales rank the more often a product gets to be shown( or vice versa if requested).

### **Configuration level I: Moodmixer-Catwalk based on sales data and presentation history(logs)**

In a second step we can offer to log presented items on client side. With every new visit of a client his logs( saved in cookies) will be used to make sure that new items will be presented.

### **Configuration level II: Moodmixer-Catwalk based on sales data and presentation history(logs) and visitor actions**

In a third step, the internal rating of items will be adapted to the customer's request in a search. Products or product groups that have been searched for will be up-weighted and the Catwalk sequence adjusted, so the better match to a search the more often products get to be displayed. As a result the customer receives a customized presentation with new( if logs have been saved) products and a sequence widely referencing his

### **Configuration level II: Moodmixer-Catwalk based on sales data and presentation history(logs), visitor actions and provider preferences**

In a fourth step added to the steps above the provider will be enabled to add his own ratings in order to feature special products( sales, special offers, auctions etc.). These products can be highlighted within the presentation ( i.e. coloured frame, animated symbols etc.) This feature requires modifications to the data structure of a shop system.

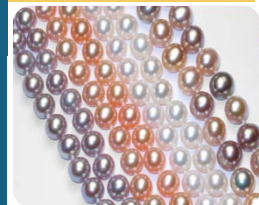
\* please ask for a detailed quotation!





## Moodmixer™-Systems the Moodmixer GmbH

**Moodmixer GmbH** is a young company in Hamburg, Germany that specializes in the development of systems, interfaces and full applications that fully automated generate programs or visual presentations from digital multimedia items. All systems offer individually customizable non-stop sequences of music, pictures, videos or text, based on user AND provider preferences.



Moodmixer-Technology can be universally implemented and offers a very efficient and cost saving method for sequencing products and digital content. In addition the systems save up to 98% of the editorial time needed with existing systems and thus enables numerous new business models in the area of multimedia and E-commerce as well as content distribution.

EG Moodmixer™ systems automated and monitor the sequencing of music and advertising in background music channels or Instore-radios for customers in hospitality, gastronomy and retail as well as in radio stations( i.e. niche channels or band promotion radios).

Product range: Moodmixer-Stream (Radio automation), Autoplaylistols (several), Moodmixer-Internet( Instore-Radio solution), Moodmixer-Local (locally installable background music software with connection to online playlist service), Core Technology UMM( as dll or web service)

In 2008 Moodmixer GmbH won an Entrepreneurial prize with the German ministry of Commerce and Technology(Business concept) and was amongst the 10 finalists of the web future award in 2008



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Music automation and  
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