

Presskit

DDD System Gesellschaft für IT-Lösungen mbH

Contents

Facts & Figures	DDD System Gesellschaft für IT-Lösungen mbH
Press release	MusicLens@Reco.Engine.04 MusicLens® by DDD System is taking part in a competition for best music search engine.
Press release	DDD System welcomes edel records GmbH choice of music promotion tool

DDD System GmbH Facts & Figures

Formation:	March 2003 in Hamburg, Sister company of the full-service Internet agency DDD Design GmbH
Chief Executives:	Claus Zimmermann (36) and Matthias Godenrath (33)
Employees:	Together with the sister company DDD Design, DDD System employs 23 permanent staff members plus 5 freelancers
Product Portfolio:	MediaLens search technology MusicLens® - music recommendation generator music promotion tool CENTRALUX® NetBoot Web Content Management System „Surf and Edit“ Workflow Management Systems Media Manager – media administration system
Reference Systems at: (partly realized in the department of research and and development at DDD Design)	edel records GmbH DaimlerChrysler AG Chrysler Deutschland GmbH (Chrysler/Jeep) Deutsche Grammophon GmbH (Universal Music Group)
Popkomm2004:	Hall: 18 booth: 171
Press Contact:	Matthias Godenrath Telephone: 040/27 88 37-0 Email: presse@ddd.de Internet: http://www.ddd-system.de

Press release

MusicLens®@Reco.Engine.04

The first “Taste-in-Music Agent” contest wil start at the Popkomm trade fair, in Berlin.

Hamburg, 13. September 2004

MusicLens® by DDD System is taking part in a competition for best music search engine.

The Hamburg-based software developer and systems house DDD System is sending MusicLens® to compete for the title of best music search engine.

The fact that they have been invited to participate in the competition “Reco.Engine.04– Taste-in-Music Agents Compete”, organised by phonoNet GmbH – confirms that DDD System is on the right path with MusicLens®. Over the past few years, the music search engine has been quietly maturing behind closed doors in the Hamburg team’s offices.

>>>> History

“We were unhappy with the conventional search engines that are only able to supply satisfactory results if the user knows exactly what he or she is looking for by name. As soon as the user wants to describe the piece of music in more vague or non-verbal terms – so-called soft factors, such as tempo, mood or volume – he or she has no chance with standard search engines. That was the initial idea behind MusicLens® back then,” explains Matthias Godenrath, Chief Executive of DDD System. “We already presented the first version of MusicLens® to an interested audience in 1999 at Midem in Cannes. But the times then weren’t quite ready for music on the internet. Fortunately, this is no longer the case.”

>>>> MusicLens®

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. MusicLens® can be used not only for music download shops but also in the business-to-business segment of the market as a service utility for film, radio and television buyers. MusicLens® can be integrated into all current e-commerce solutions and music download concepts.

>>>> MusicLens® at the Popkomm trade fair

The further-developed MusicLens® will be presented at this year's Popkomm trade fair from 29 September – 01 October in Berlin at the DDD System booth (hall 18, booth no. 171) and additionally during the official opening of the "Reco.Engine.04" contest at the Phononet booth (hall 17, booth no. 101) on 30 September at 3 p.m. At the same time, music fans can try out the different music search engines taking part in the competition at www.musicline.de.

>>>> About DDD System

DDD System is a software developer and systems house with its head office located in Hamburg. Since the start of 2003, what was once a software development department of DDD Design, is now a company in its own right but continues to work in close cooperation with DDD Design.

>>>> Service for members of the press

DDD System would like to offer members of the press the opportunity to get to know and discuss MusicLens® before, while and after the Popkomm trade fair. Any interested parties should contact DDD System to arrange an appointment:

Information about MusicLens®:

www.musiclens.de

Information about Reco.Engine.04 Contest

www.musicline.de

Information about DDD System GmbH:

www.ddd-system.de

For further information or interview appointments:

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DDD System at Popkomm2004

Visit us at the Popkomm trade fair! You'll
find DDD System in hall 18, booth no. 171.

Press release

DDD System welcomes edel records GmbH choice of Music Promotion Tool

Hamburg, 15th July, 2004 - Hamburg-based edel records GmbH has opted for the Music Promotion Tool from DDD System. The first promotion website created using the new Music Promotion Tool will be presented at Popkomm in Berlin from 29th September to 1st October, 2004.

>>>> Music Promotion Tool

The Music Promotion Tool was designed and developed to meet the specific demands of the music business. Quickly and with a minimum of effort, it enables users to position artists online and promote their produce and events over the internet. For the first time, it is possible to create product' and event websites - each as individual as its subject and sporting high-quality Flash graphics - and within a short space of time. The online editorial function does not require the user to possess any special programming skills before being able to integrate audio clips, playlists, video clips, images and even individual Flash intros into the site.

>>>> About edel

edel records GmbH is one of Europe's leading independent music labels with a worldwide network of subsidiaries and partnerships in all important music markets. edel music covers numerous aspects of the music business - from development, marketing and PR to sales of both audio and visual products. The company's repertoire features everything from pop, rock and dance to classical music, jazz and children's entertainment.

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Information about edel records GmbH
www.edel.de

Information about DDD System GmbH:
www.ddd-system.de

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DDD System at Popkomm2004

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