

## ★ FEATURES ★

Background Discovery

Music Recognition

Video Ads

Push Notification

ALWAYS ON BACKGROUND **AUDIO RECOGNITION TECHNOLOGY INCREASED DAILY USER ENGAGEMENT BY 250%** BY EMPOWERING SOUNDTRACKER USERS TO AUTOMATICALLY DISCOVER MUSIC AT ANY TIME

## 🕒 SOUNDTRACKER STORY: MUSIC TO MILLIONS OF EARS

The ultimate social music network, Soundtracker lets users discover and share songs in real time with friends and anyone in the vicinity from a catalog of more than 32 million tracks. Built-in location technology is designed for immediate access to new music and new people. Users also have the ability to chat with fellow music fanatics, share self-created playlists, and geo-tag tunes via Facebook, Twitter, Foursquare, and Google+.



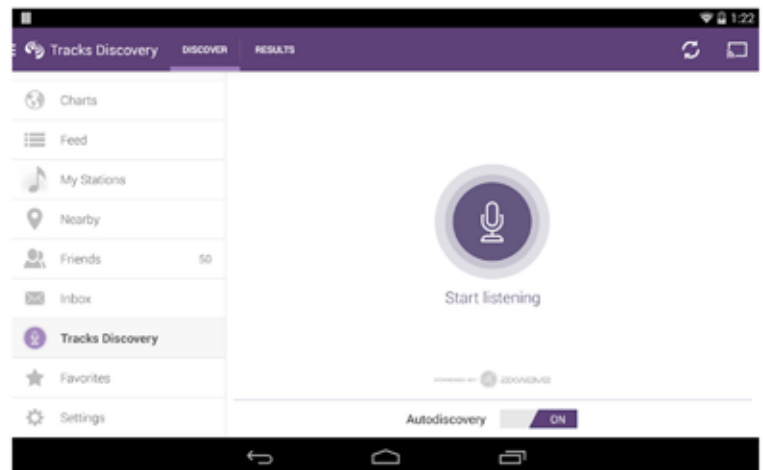
## 🎯 THE CHALLENGE: HOW TO OFFER MORE UNIQUE FEATURES

Incredibly successful, Soundtracker sought to up their game by providing users with a way to go beyond finding music based on other users and location. They wanted to create a tool whereby all songs being played anywhere at any given moment could be detected in the background – even when the user is not using their mobile device. It is then possible to provide all sorts of cool user music based experiences. To do this, the team at Soundtracker needed to track down a reliable Automatic Content Recognition (ACR) solution to help them meet this challenge.

## THE SOLUTION: AXWAVE NEXT GENERATION MOBILE ACR

*“We wanted to use a brand-new technology that, like us, was equally innovative. With their powerful tool that’s not just for music discovery but for any sound discovery, Axwave was clearly the right choice.”*

They found it in Axwave, the mobile app media enabling technology experts. The Palo Alto, CA-based Company delivers an easy-to-integrate software development kit (SDK) with extremely efficient functionality. Their highly advanced ACR encrypts, compresses, and sends very small “fingerprint” data to the servers to decipher – that’s 100 times less data than other ACR solutions.



Additionally, Axwave's algorithms are 100 to 1000 times more efficient than the other guys which enables background listening for Soundtracker's new Auto-Discovery feature with minimal battery consumption. Not to be overlooked, Axwave enables Soundtracker (and any app, for that matter) to quickly and efficiently monetize users based on viewing habits and connections to top mobile advertisers.



## THE RESULT: MORE SOUNDS AROUND

Today, users simply press the Auto-Discovery button on Soundtracker's home page, which sets the function to recognize all the tracks that have been played in the background throughout any given day. From there, they will have the capability to accomplish everything from creating their own private radio stations to buying songs from iTunes and Google Play Music to watching the related music video on YouTube. This enhanced User Experience improved engagement by over 250% and hence better monetization.

**AXWAVE BACKGROUNDER:** THE AXWAVE SDK ALLOWS APP DEVELOPERS TO EFFICIENTLY RECOGNIZE LIVE TV, TV ADS, ONDEMAND VIDEO (NETFLIX), MUSIC AND OTHER AUDIO FILES SO THAT USERS GET AN EXCITING ENHANCED MEDIA EXPERIENCE.

**IF YOU WOULD LIKE TO USE THE TECHNOLOGY THEN PLEASE CONTACT: [INFO@AXWAVE.COM](mailto:INFO@AXWAVE.COM)**