

DigiRAMP Mobile

Enjoy Music with your friend



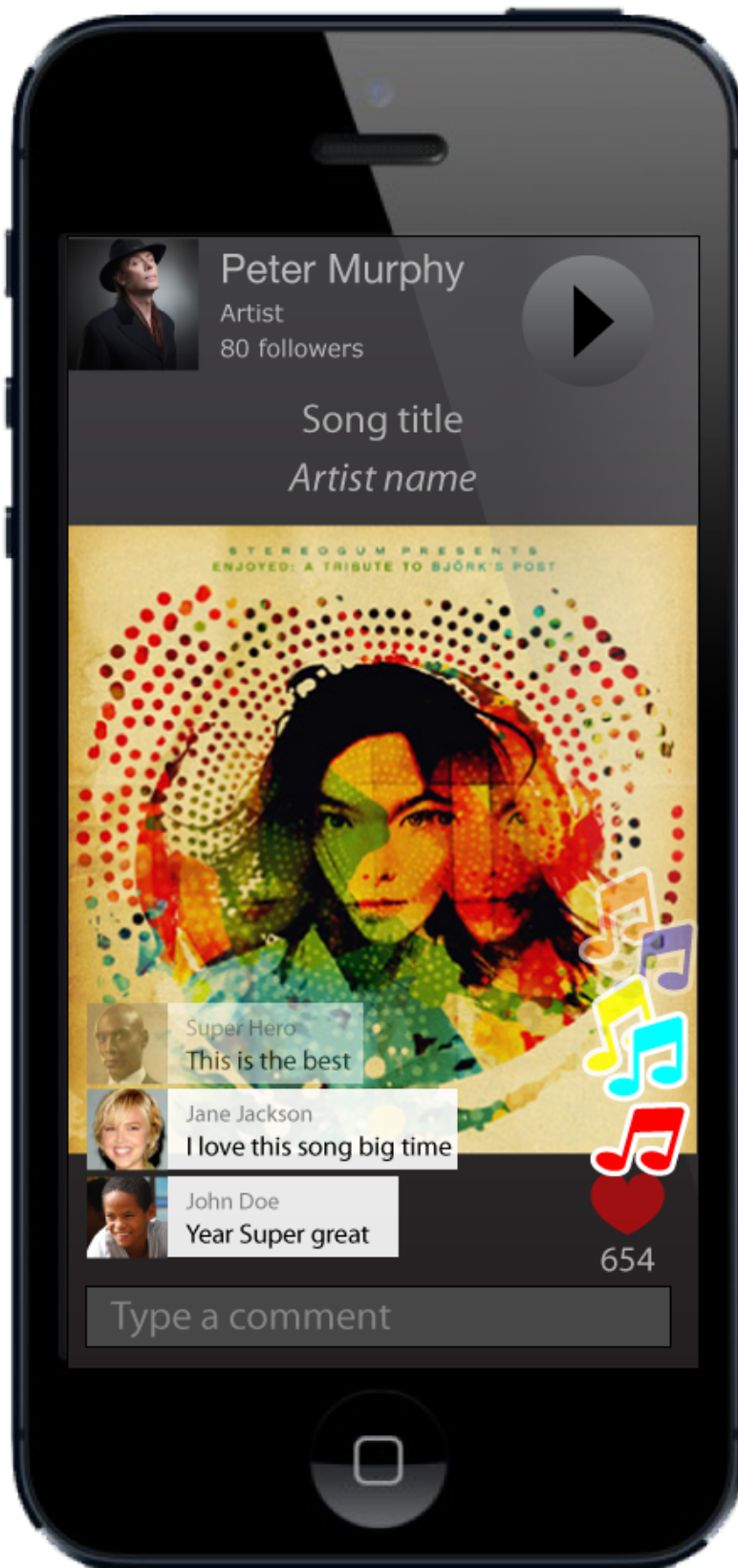


Table of content

ABOUT THIS DOCUMENT	4
WHAT IT IS	5
A MOBILE APP	5
WHAT IT DOES	5
HOW IT WORKS	5
WHAT IT'S GOOD FOR	5
WHO IS IT FOR	5
USE CASES	6
ONE TO ONE, LIVE	6
ONE TO MANY, LIVE	7
STREAMING	8
SHARE IT WITH SOCIAL NETWORKS	8
TECHNOLOGY	9
STREAMING STORAGE	9
DATA BASE	9
SWITCH BOARD	9
ADMINISTRATIVE BACKEND	9
WIDGETS	9
APPS	9
THE SPACE	10
MUSIXMATCH	10
LINKFIRE	10
YOUTUBE	10
SPOTIFY	10

About this document

The product proposed in this document is a media player for mobile devices.

The purpose is to give users and experience of listen to music together with friends.

It can be in a live concert situation or a more personal experience like 'let me play a song for you' and everything in-between.

I'm not diving in to permission of media usage, payments and royalties. I simply assume content owners want their media used, whatsoever the DigiRAMP backend is used for collecting of user metrics and administration and delivery for more information this request information about DigiRAMP.

I'm also just briefly touching possible revenue streams at the end of the document. The core value should come from three things related to an exit strategy

1. Intellectual protection
2. Significant user base and B2B deals
3. Technological implementation

Max Grønlund

What it is

First of all it's a shared experience. You can get it on Facebook, Youtube, or on any Media player that supports the DigiRAMP API. That could be Spotify, Pandora, iTunes etc. Before I explains that lets look at the mobile app.

A Mobile APP

At the core it's a dead simple media player and a social network. Where it brings value to the table is: It's enables users to interact in real time in a way previously know from concerts and 'face to face' interaction.

What it does

When playing a media file users can socialize with each other in real time by posting super small messages and applause by taping the screen or shaking the phone.

All users can watch each others users input. This can be in real time and recorded as a list of events that appears at the same position on the media during playback

How it works

Unlike a normal media player the app sends information's to a backend serve every time any user interacts with media.

This information's is then merged recorded and pushed back to all online users.

What it's good for

- Users get unique shared experience
- Artists get feedback

Who is it for

- The Audience
- DJ's
- Artists
- Curators
- Bands
- Individuals

Use cases

One to One, Live

Joe wants Josephine to hear a song

He finds Josephine in his connections and invite to listen to the song

Josephine receives a 'growl notification' saying 'John wants to play a song for you'

She clicks on the message and now she sees the graphics that goes together with the song.

John can see Josephine went online and he starts the song.

Now Josephine can hear the song and she can type small messages that pops up over the song
When there is parts of the song she really like she taps the screen or shakes the phone to applause

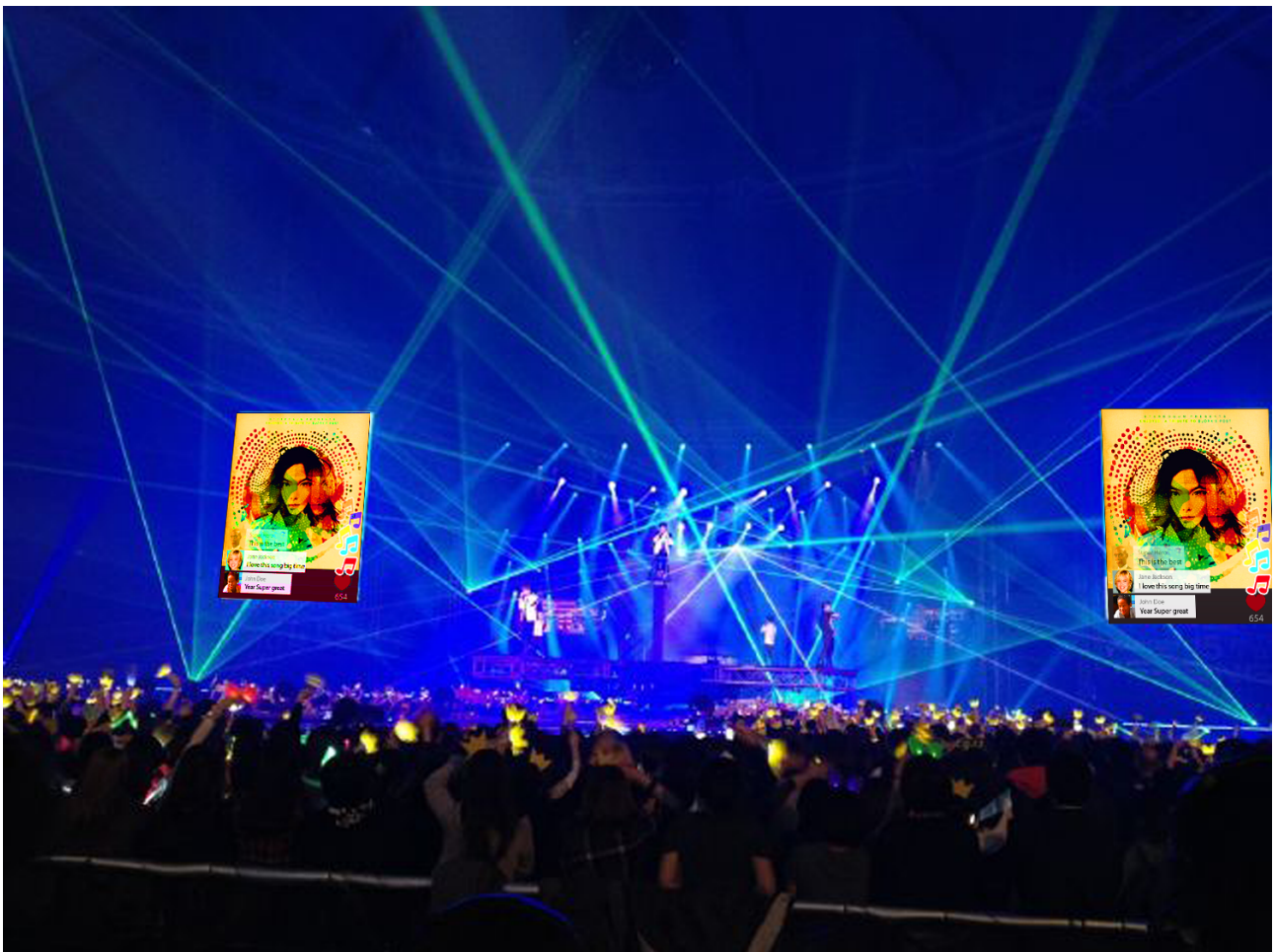
John can see what Josephine does and Josephine can se what john does



One to many, Live

A band is playing live. They want all their fans to engage in the concert. They have announced the concert on DigiRAMP all their friends and followers on social media. Facebook. Twitter. LinkedIn has been notified.

Fans there have signed up for the event receives a notification before the event start. During the event they can follow it from the app and interact with the audience

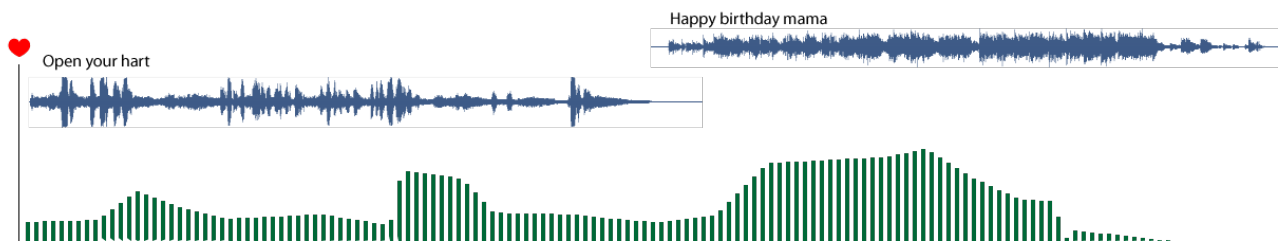


Feedback and suggestions I have received

- Projected interaction on big screens.
- Let audience pay for participating.
- It's suitable for niche events
- It can be used for sponsored content regarding brands and events

Streaming

DJ's and curators can present better content when they can get feedback from the audience. The engagement is not limited to individual media files but can easily be applied to streams as well.



In the example above two songs is shown together with the applauses from the audience

Share it with social networks

Facebook Google Twitter and YouTube all have nice API's for integration and injection of data. All content cleared for sharing can easily be embedded on the social platforms.

Technology

DigiRAMP provides a many to many real time service.

The service is composed of the following key components

Streaming storage

This is plain vanilla. And can be hosted on e.g. Amazon S3

Data Base

The demands for the DB performance are higher than normal. Both Amazon and Google offer hosted solutions that can fulfill the needs

Switch board

The implementation of this part is where DigiRAMP shines. This is where Patents and Intellectual property resides.

Optimization of CPU hungry elements is a part of the business model and also what bring costs to computers and electricity down.

Administrative backend

This key component handle legal rights and payments to the respective owners and administrators

Widgets

Integration with major social networks

Apps

Native apps for various platforms

- iOS
- Android
- Windows
- OS X

The space

Is it done before? Absolutely no. Is it doable? Yes but it's hard

Musixmatch

Crowd sourced lyric and translations of known songs. Integrates seamless with YouTube true Google chrome plugin.

Delivers Lyrics to Spotify and others through public API, free with a cap.

Linkfire

Smart links for content providers, direct mobile users to their preferred shop and collect metrics for content providers.

Notice. When it comes to collecting user metrics DigiRAMP is at current time ahead due to the social features.

YouTube

DigiRAMP can use same API and Google chrome plugin technology to offer similar integration as Musicmatch

Spotify

DigiRAMP can offer curated playlists and popularity metrics like through API like Musixmatch.