

Sony Music Box is Sony BMG's direct-to-consumer sales platform. Music Box is an on-handset storefront that allows users to browse, search, preview and purchase mobile content. The web-like interface allows for tremendous flexibility in visual and data presentation. It features a huge library of mastertones, polyphonic/monophonic ringtones, voice ringtones and images. It is currently available on many different carriers including Verizon, US Cellular, Alltel, Sprint and Vodafone/Italy. Music Box is widely considered a best-in-class application and has earned premium or exclusive deck placement with several carrier partners.

## CAPABILITIES

- + Consolidates a variety of media:
  - 6000+ musictones/mastertones (hits, remixes, pre-releases)
  - 2000 polyphonics/monophonics
  - 1000 wallpapers (artists, movies, cartoons)
  - proprietary transcoding architecture that supports "on-the-fly" generation of all ringtone and graphic formats
- + Preview before purchase [if supported on handset]
- + Features
  - artist or theme branded content "packs"
  - can be customized on an individual level (colors, graphics, content)
- + "Voice Ringers"
  - artist-based and generic tones
  - library of over 200 masters
  - branded as: Artist Ringers, Name Ringers, FunnyTones
- + BREW
  - one of the largest BREW applications in the world (based on revenue).
- + Billing
  - supports multiple methods: carrier bill, coupon codes

