



# Jamba Music (Beta)

## Music rental and purchasing

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### What is Jamba Music?

- Jamba Music allows, for the first time, to simultaneously rent and play music on your mobile and PC.
- The advantage of the rental model: Customers can compile their very own personal music collection and listen to it at any time using their mobile and PC – for as long as they are current members of Jamba Music.
- Jamba Music also offers a traditional music purchasing model, i.e. the option of downloading individual tracks and albums for a unit price and thus purchasing permanent user rights for the music. This also includes the right to burn the tracks.

### What is special about Jamba Music?

- The mobile phone makes additional mobile devices such as MP3 players superfluous.
- The specially developed software makes automatic synchronization of devices possible and thus allows the use of the tracks on PC and mobile simultaneously – making Jamba Music a unique and innovative solution.
- The synchronization of music files and play-lists occurs either using a direct data connection between the mobile and PC via a cable and/or Bluetooth, or automatically using the mobile phone network.
- “Sideloaded” from the PC direct to the mobile allows the costs for mobile data transfer to be limited.
- With progressive downloading via UMTS, the selected track can be played during download after approx. 10 to 15 seconds. At the moment this is unique for mobile phones.

### What does Jamba Music offer?

- After the completion of the beta phase, the catalogue will commence with around 500,000 tracks taken from the music library of numerous recording companies, among them two major music labels and many smaller independent companies.
- The Jamba Music library will cover approx. three quarters of the music tracks in the German charts with this selection.



- The Jamba Music editorial team regularly and expertly updates the portal and constantly keeps the product range up-to-date.
- Excellent song quality: WMA files (192 kBit) are used for PCs, and AAC files (64 kBit) are used for mobiles.

### **Who are the partners?**

- **Music**

- Jamba cooperates with major labels like Universal and SonyBMG.
- Jamba is in negotiations with additional labels and is very confident that cooperation will soon begin in this case as well.

Stefan Schulz, Managing Director of Universal Music Digital Germany:

"Jamba has developed a very good product for this market with its music solution. Above all, Jamba Music fulfils customer requirements brilliantly by providing the possibility of automatically synchronizing between mobile and PC."

- **Additional functions**

- Cooperation with laut.de makes it possible to provide users with artist's biographies, album reviews and music news in addition to the songs. Thus, the users can also inform themselves about their favorite artists.

Florian Schade, Business Development and Communication, laut.de:

"We are delighted to present our content at Jamba Music. The extensive information provided by laut.de complements Jamba Music's offering perfectly. Jamba can offer its Jamba Music customers a great additional feature with the latest music news, artist's biographies and album reviews from laut.de, thus, providing them with even better information including facts and the latest gossip about their stars."

- **debitel as a partner**

- In addition to Jamba, our partner debitel will also shortly begin offering the song range to its customers under the name "debitel & Jamba Music".

Dr. Christian Friege, Customer Executive Council at debitel:

"We only considered cooperation partners whose system combines attractive conditions with the greatest ease of use. Jamba has managed to realize the principle of customer orientation in an innovative service package which is at the vanguard of user-friendliness among mobile music offerings."



### **What does Jamba Music cost?**

- There are two different usage options depending on customer requirements:
  - The customer can compile their very own personal music collection and listen to it at any time using their mobile and PC – for as long as they are current members of Jamba Music. In this case the customer can select between two membership types as required: “Jamba Music Flatrate” (unlimited rental model) offers the user unlimited music playing for 14.95 € per month, for as long as they are current members of Jamba Music (can be cancelled to the end of any month). In the mid-term, graduated pricing is planned for terms of 12 and 24 months. “Jamba Music 20” (limited rental model) provides users with the opportunity to play 20 songs per month on their mobile and PC at the discounted price of 4.99 € per month (can be cancelled to the end of any month). The songs from the previous months remain available during their Jamba Music membership.
  - The purchase model “Jamba Music to own” allows the user to download individual songs for 1.29 € per track or complete albums for 12.95 €. The customer buys permanent usage rights for the individual pieces of music or complete albums with these downloads, including the right to burn the music to CD.
  - The purchase and rental models can be combined with one another.
- The costs for data transfer are determined by the individual mobile phone company or internet service provider and are highly variable. Thus, Jamba cannot provide any cost information for these services. However, there are already so-called data packages and flat-rates which are strongly advised for intensive use of Jamba Music.
- The user can minimize the data transfer costs for downloading songs to their mobile by simply choosing to download to their PC and then “sideloading” the songs to their mobile.

### **Where and when can I use Jamba Music?**

- The beta-version of Jamba Music has been available since the 27th of July 2006 at [www.beta.jamba.de](http://www.beta.jamba.de).
- Testing is being carried out by 1,000 selected users (1st to 31st August 2006).
- Jamba Music will initially be supported by various Nokia mobile models\*, further models from other mobile producers will follow successively.
- The Jamba Music Client can be installed on all PCs with recent operating systems\*\*.



\* Nokia 3250, 6630, 6680, N70, N80, N90, N91, N92, E60, E61, E70, soon also SonyEricsson M600.

\*\* Windows XP Service Pack 2, .NET Framework 2.0, Windows Media Player 10 or higher, Windows Media Player DRM Upgrade, DirectX 9c, Nokia PC Suite (only for Nokia mobiles), USB 2.0 port for Bluetooth Sticks (Microsoft Windows XP Bluetooth or Widcomm 4.x compatible) or USB data cable or integrated Bluetooth interface (Microsoft Windows XP Bluetooth or Widcomm 4.x compatible), minimum 400 MHz processor, 256 MB RAM, Internet connection. If the necessary components are not available on the PC when installing the client, the user is asked to download and install them from the links provided.

**Jamba/Jamster group** (internet: <<http://www.jamba.de>>; Handy: <<http://wap.jamba.de>>; PDA: <<http://pda.jamba.de>>) is one of the world's leading providers of digital entertainment services. Jamba/Jamster is operated by Jamster International Srl and develops, markets and provides digital content and services. The wide range of products includes music, graphics, games and information services, all available directly on mobile devices via SMS text messages, WAP or the internet. Jamba/Jamster services are available in more than 30 countries, internationally also from White Label Solutions. Jamster International Srl is a subsidiary of VeriSign, Inc. (Nasdaq: VRSN), a leading provider of intelligent infrastructure services for internet and telecommunications networks. Currently Jamba/Jamster employs more than 520 employees.

**Jamba Music:** [www.beta.jamba.de](http://www.beta.jamba.de)

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