ADVANCED IT TECHNOLOGIES FOR LEGAL SUPPORT OF YOUR BUSINESS

Simple media solution for complicated business tasks
Creating sound without many words

Additional capabilities to increase profit
FONMIX – one of the leading Russian companies in the field of audio and video branding

**FONMIX FOR USERS:**
- solution for monitoring of any kind of public performance
- background broadcasting solution
- TV and radio companies monitoring solution
- licensed content
- protection from all risks, provided for by the Russian Federation Civil Code

**FONMIX FOR RIGHTHOLDERS:**
- popularization of catalogues among tens of thousands users
- content delivery to end consumers (users)
- automatic reporting on actual use

**FONMIX ASSOCIATIONS FOR COLLECTIVE MANAGEMENT OF RIGHTS:**
- registration of each case of the phonogram use
- automatic reporting on actual use
- transparent distribution
FONMIX – intellectual software solution for musical, video, advertising and information framing of various objects

FONMIX – a huge, constantly replenished collection of music from the best domestic and foreign artists, bands and leading record companies

FONMIX – automatic reporting for rightholders, associations for collective management of rights

FONMIX – remote advertising management, creating good and inimitable vibes in any number of objects, generating additional income

FONMIX – individual projects in the field of audio and video branding at reasonable price
FONMIX today

> 17 000
asounded objects

> 700 000 m²
of a sounded space

24/7
technical support

> 10 millions
tracks in the collection

> 3 millions
persons of daily audience

> 200
music collections
(not counting the individual ones)

14
representative office in the territory of the Russian Federation. Representative offices in the Republic of Belarus and Republic of Kazakhstan
FONMIX operating structure

MUSIC
- Creating individual musical framing according to the radio station standards
- Audio branding
- Full-cycle audio production
- Reporting and payments to rightholders

ADVERTISING
- Integrating advertising audio and video content into the line-up
- Advertising campaign monitoring

VIDEO
- Creating individual video framing of objects
- Video branding
- Full-cycle video production

TECHNICAL SUPPORT
- Equipment audit and selection
- Equipment installation
- 24/7 technical support
DEVELOPMENT OF MUSICAL AND VIDEO POLICY, scheduling, including with the possibility to group the broadcast objects by name and to create multiple schedules for various groups and broadcast objects.

MANAGING THE ADVERTISING POLICY for broadcast objects with the possibility to upload own advertising clips, jingles etc.

DOWNLOADABLE PLAYER APP available for each broadcast object.

The player starts in automatic mode when the equipment is on and ensures broadcasting according to the set schedule.
Contract-based access using individual login and password with the possibility to manage music, advertising and information policy of the broadcast objects, video framing, employee access (roles: administrator, DJ), contract, finances, reports, billing.
FONMIX player app

- Automatic playback of audio and video playlists according to the schedule
- Playlist selection option
- Automatic playback of advertising schedule according to the set parameters
- Playback of certain tracks with the base search function
- Playlist update, volume and cashing parameters management
- Broadcasting from the internal storage without continuous Internet access
Musical and video policy management

Musical and video policy is formed in the personal account by means of:

Ready collections, made by our professional editors, segmented by targeted audience of the broadcast objects (restaurants, trade centres, stores, cinemas, fitness centres, parks, exhibitions etc.)

Own collections made up of an unlimited number of licensed music and video
In addition, we provide own packaged solution – FMBOX

Equipment and software

FONMIX player may be used at different devices running on Windows, Android, iOS and Linux.
FONMIX advantages

- Turnkey solution with follow-up and round-the-clock technical support for background asounding of any objects
- Sophisticated platform for live streaming on the Internet with the remote control system
- Advertising channel for marketing campaigns, efficient way for product promotion
- Additional source of income with low software and integration costs
- Huge and renewable collection of licensed popular music of all genres
- Guaranteed lawful use of musical content pursuant to the current laws
- Automatic reporting for rightholders, associations for collective management of rights
- Additional channel for communication with visitors
FONMIX KARAOKE

Advanced solution for the rightsholders and the karaoke company
A karaoke player compatible with professional equipment available at a LOW PRICE

Usage of musical contents guaranteed to be pursuant to the current applicable laws

HUGE and constantly updated collection of licensed music from the best artists, local and foreign

Automatic reporting on the use for the rightsholders and the karaoke company

Technical support 24/7
FONMIX KARAOKE

1. Rightsholders
   1.1. Automatic reporting on actual usage
   1.2. Providing guarantee on the legal usage of the music collection
   1.3. Remote blocking of user in case of illegal usage or absence of report

2. Karaoke company
   2.1. Availability of low-priced karaoke player compatible with professional equipment
   2.2. Automatic reporting on actual usage
   2.3. Providing guarantee on the legal usage of the music collection
   2.4. HUGE and constantly updated collection of licensed music from the best artists, local and foreign

3. Associations for collective management of rights
   3.1. Automatic reporting on actual usage
   3.2. Transparent distribution
   3.3. Registration of each case of phonogram use
FMBOX available and compact player on Android

- You can play, pause, or stop music and create your own play list
- More than 3000 tracks
- 8 gb flash drive memory
- Remote control
- Automatic reporting on actual usage
- Internet access
- User interface
Monitoring

Monitored areas

- TV and radio company air, streaming services,
- Internet radio
- Places of public performance with alternative monitoring function
- Special types of content use - karaoke, live performance, DJ’s
- TV and radio advertising with the possibility to detect illegal use of works and phonograms
- Monitoring of music pieces, broadcast in a movie on TV
- Detection of composite phonograms (Mashup ID) and original pieces
- Footage synchronization with additional content on a device

Global monitoring of the musical content
Monitoring

Methods
- Monitoring methods depend on the ways of use of music pieces and phonograms and take account of various Internet access capabilities of the users
- Monitoring using the phonogram ID and transmission of statistic via Internet. No continuous Internet access is required
- 100% recording of air to a device and transmission of statistics via Internet (20 Gb/month)
- Hashing and recognition at customer’s device (1 Gb/month)
- Simultaneous application of one or more options

Peculiarities
More reliable, accurate and fast identification of phonograms and their fragments:
- including with the modified tonation and/or rate
- including in remixes and mixes
- including in noisy and distorted audio streams

Advanced technologies of data storage and processing

Functional and territorial scaling option
Service consumers

- Places of music performance
- Advertising agencies specializing in electronic media
- Professional music industry: publishing houses, labels and artists
- Radio and TV broadcasters
- Rightholders
ForMax LLC is one of the leading Russian companies offering the ready-made solutions for musical, video, advertising and information framing of premises. ForMax customers are companies from different business sectors operating both in Russia and in the territory of CIS. Well-known and respected brands trust us.

LEADING SPECIALISTS OF THE LEADING FM RADIO STATIONS AND TV CHANNELS OF RUSSIA
We create the right atmosphere with the help of music and video

ONE OF THE BEST PRODUCTION TEAMS IN RUSSIA
We develop the modern hi-tech solutions to achieve your goals

HIGH-LEVEL MANAGEMENT
We guarantee high-quality performance of customer’s tasks