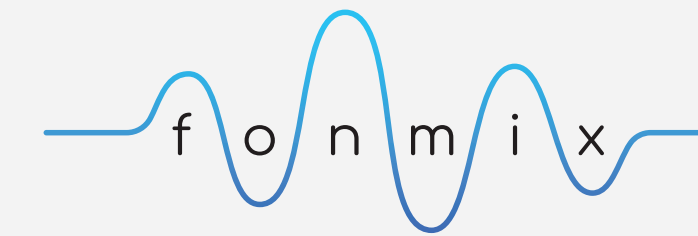




Simple media solution
for complicated business tasks

Creating sound without many words



ADVANCED IT TECHNOLOGIES FOR LEGAL SUPPORT OF YOUR BUSINESS

Additional capabilities
to increase profit

FONMIX – one of the leading Russian companies in the field of audio and video branding



FONMIX FOR USERS:

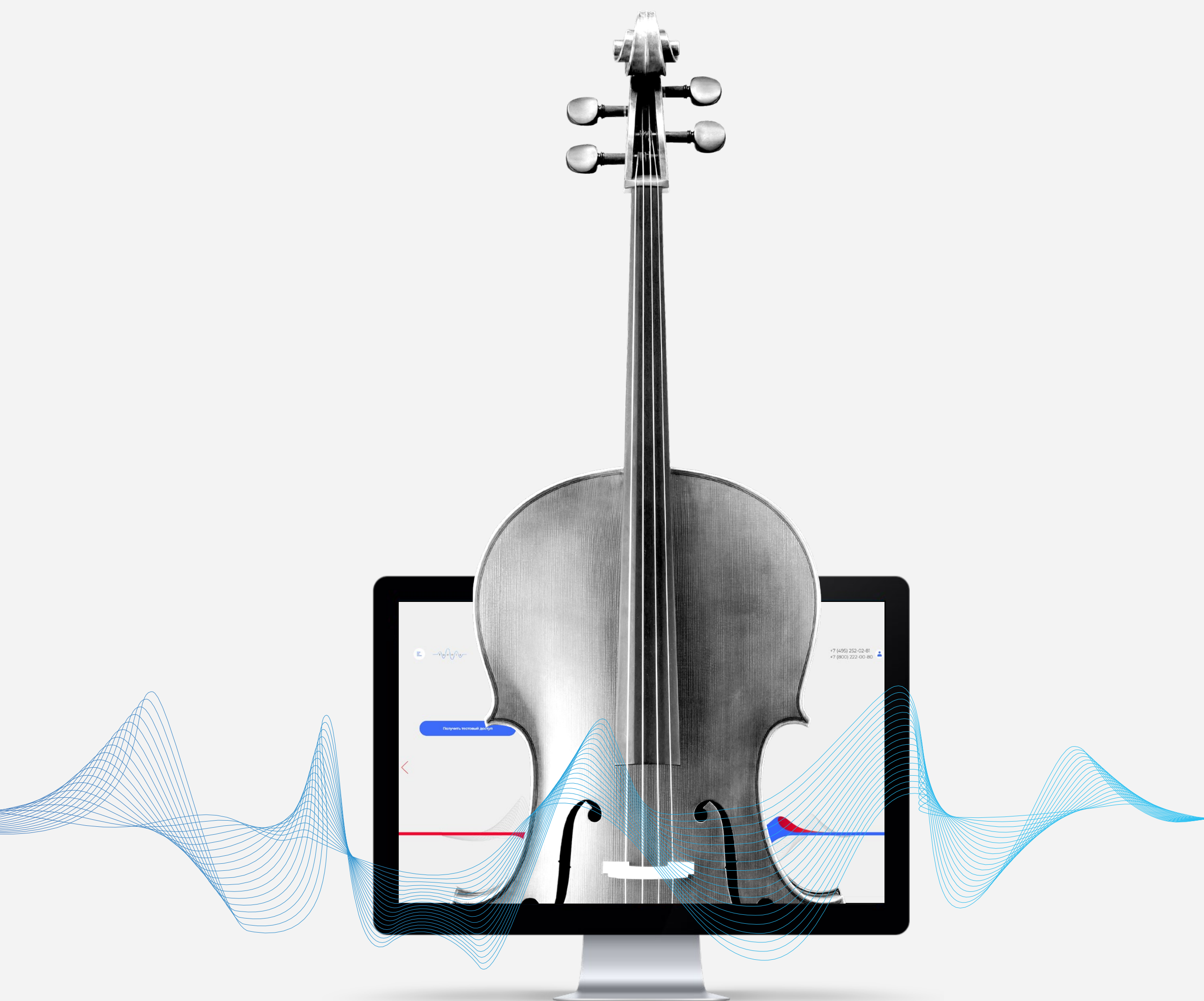
- solution for monitoring of any kind of public performance
- background broadcasting solution
- TV and radio companies monitoring solution
- licensed content
- protection from all risks, provided for by the Russian Federation Civil Code

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

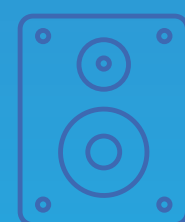
FONMIX – individual projects in the field of audio and video branding at reasonable price

FONMIX today



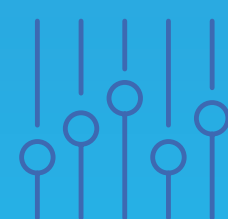
> 17 000

asounded objects



> 700 000 m²

of a sounded space



24/7

technical support



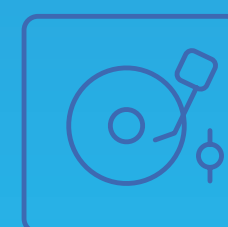
> 10 millions

tracks in the collection



> 3 millions

persons of daily audience



> 200

music collections
(not counting the individual ones)

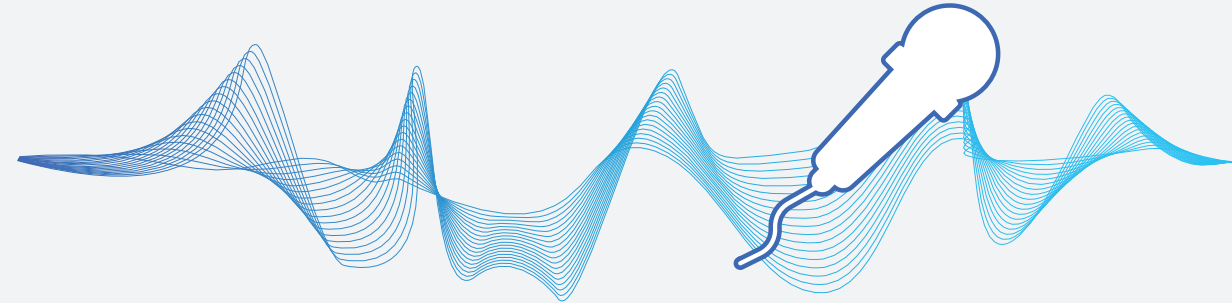


14

representative office in the territory
of the Russian Federation.
Representative offices in the Republic
of Belarus and Republic of Kazakhstan

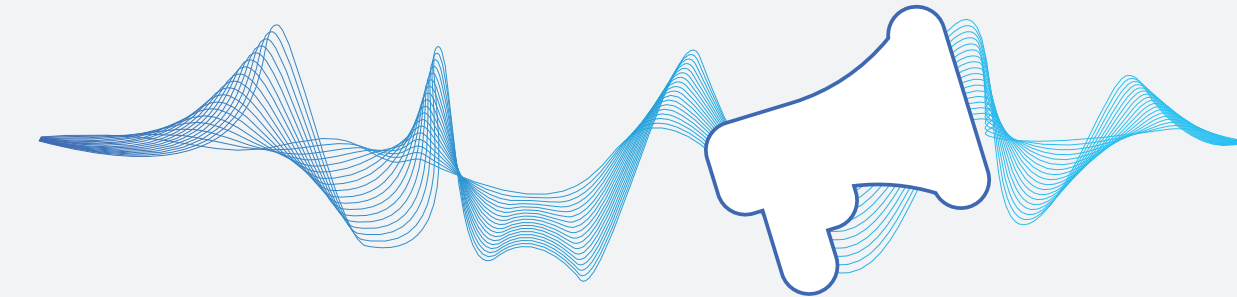
FONMIX operating structure

MUSIC



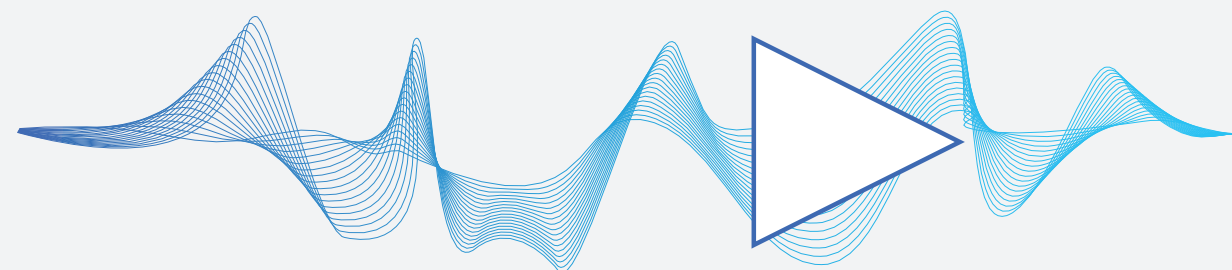
- Creating individual musical framing according to the radio station standards
- Audio branding
- Full-cycle audio production
- Reporting and payments to rightholders

ADVERTISING



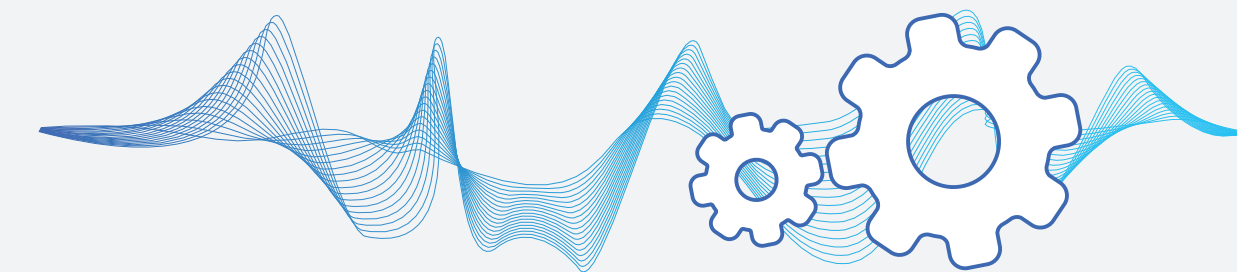
- Integrating advertising audio and video content into the line-up
- Advertising campaign monitoring

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

FONMIX personal account

The player starts in automatic mode when the equipment is on and ensures broadcasting according to the set schedule

DEVELOPMENT OF MUSICAL AND VIDEO POLICY,

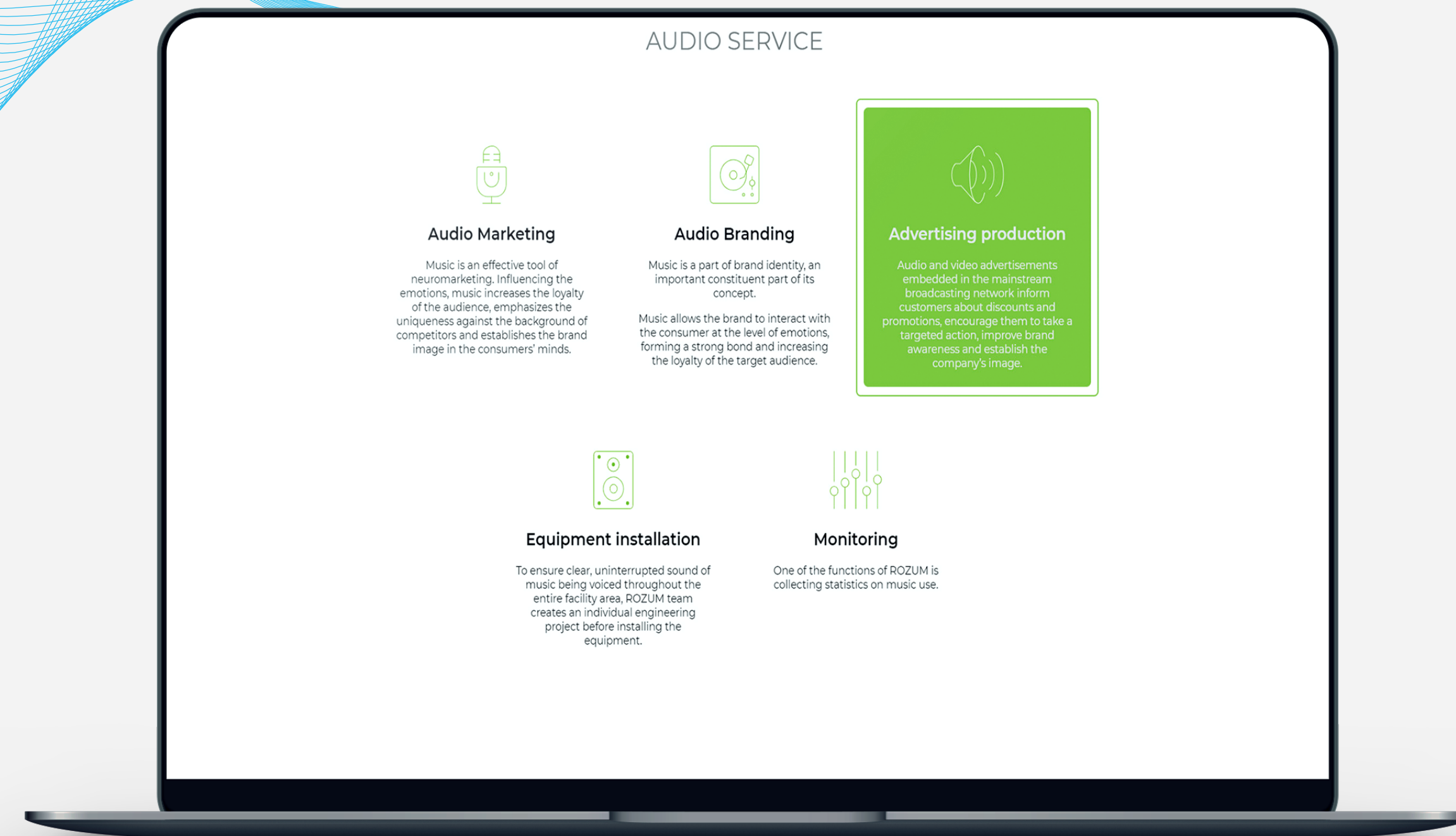
scheduling, including with the possibility to group the broadcast objects by name and to create multiple schedules for various groups and broadcast objects

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



FONMIX personal account

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 caching 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.)

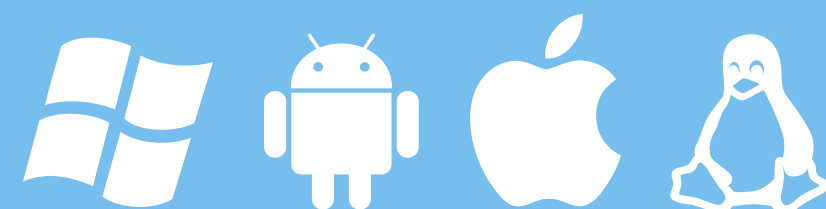
Own collections made up of an unlimited number of licensed music and video

- 
- Dance music
 - Good background
 - Collections for special occasions
 - Golden collection
 - World music
 - Rock music
 - Russian music
 - Classics
 - For children



Equipment and software

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



In addition, we provide own
packaged solution – FMBOX

FONMIX advantages



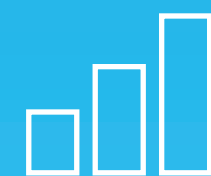
Turnkey solution with follow-up and round-the-clock technical support for background asounding of any objects



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



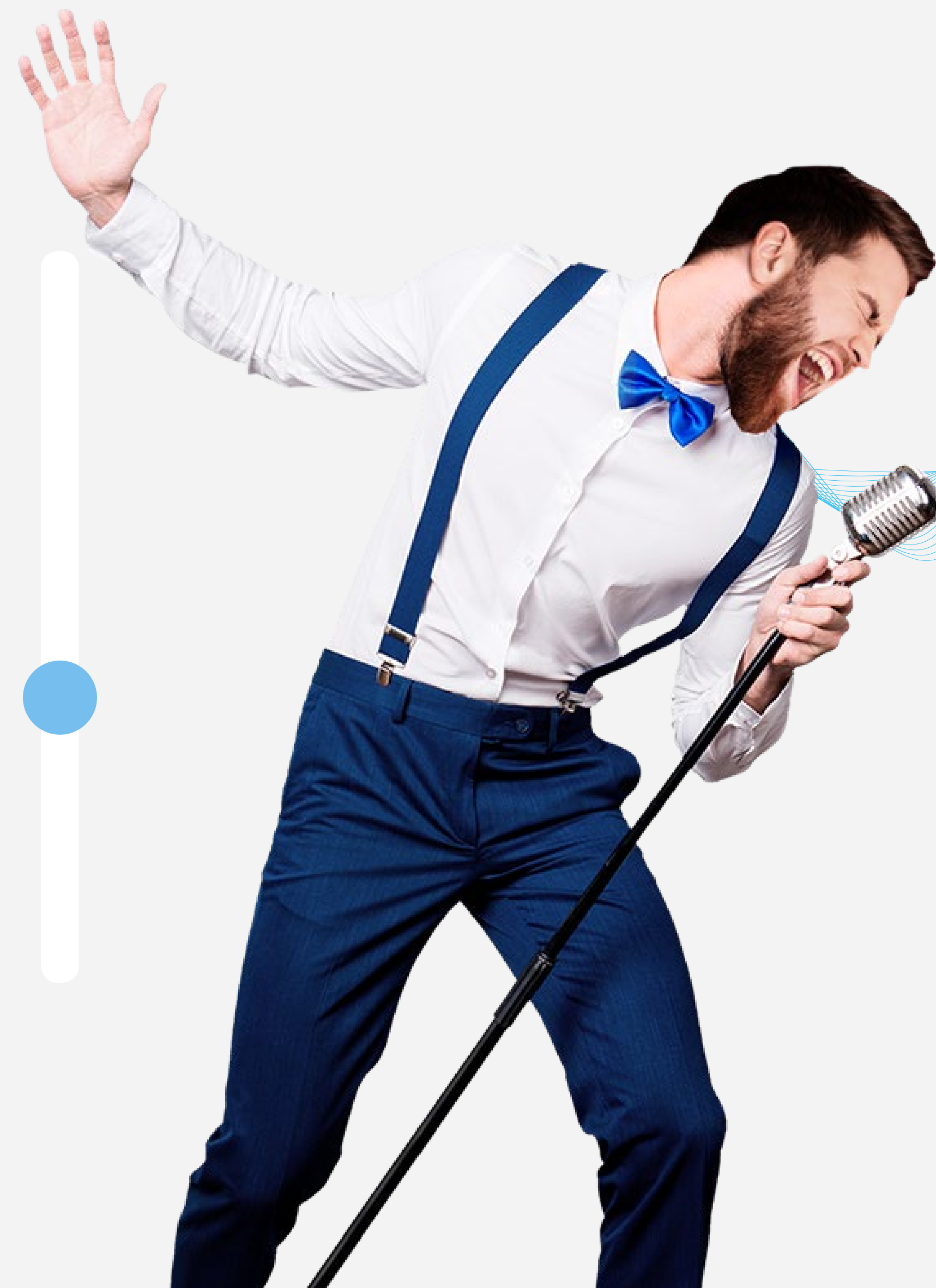
Automatic reporting for rightholders, associations for collective management of rights



Additional channel for communication with visitors



FONMIX KARAOKE



Advanced solution
for the rightsholders
and the karaoke company



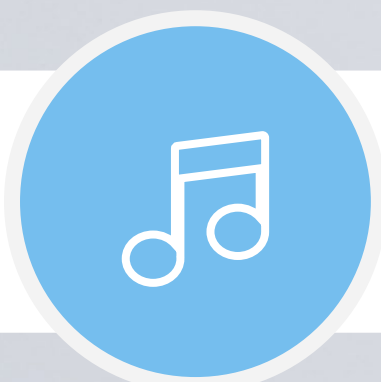
A karaoke player compatible with professional equipment available at a LOW PRICE



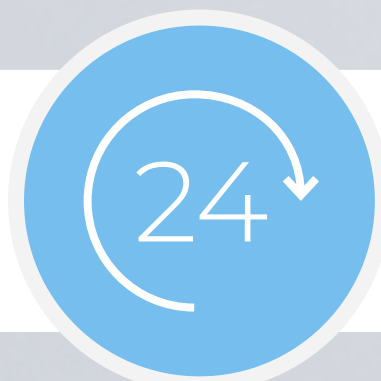
Usage of musical contents guaranteed to be pursuant to the current applicable laws



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





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



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



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

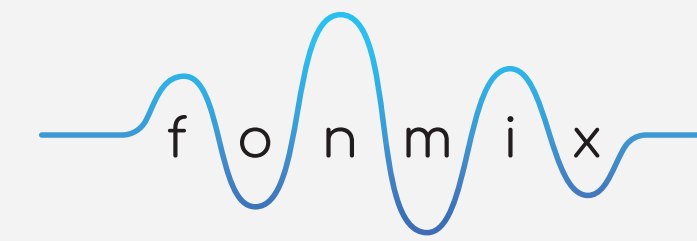
We create the right atmosphere with the help of music and video

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



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