

New David Guetta iPhone app Powered by MXP4 now available!

David Guetta launches unique iPhone app, giving fans chance to interact with him in real-time

MXP4 partners with Redshift to create innovative features for Guetta app including interactive Tour Tracker and remixable music



David Guetta, the global hit-making French DJ and producer, today launched a unique iPhone app that gives users the chance to connect and share content with Guetta and other Guetta fans across the world in real-time. Created in partnership with MXP4 and Redshift, the app marks the first time music fans have been able to interact so closely with a major artist on their iPhones and iPod Touches.

The David Guetta iPhone app brings location-aware technology, Twitter feeds, MXP4-powered remixable music and more to the mobile music experience.



Key features include:

- **MXP4 MIX IT and REMIX IT solutions:** Transforms the iPhone and iPod Touch into a miniature mixing desk, allowing fans to remix and play with the smash hit 'Sexy Chick'.
- **TOUR TRACKER:** An interactive world map that allows fans to see in real-time where David is mixing and DJing. Tour Tracker enables fans to connect to each by sharing their own location, pictures and comments on David Guetta's DJ sets from all across the globe.
- **REAL TIME UPDATES:** The app delivers an ongoing feed of updates, photos, videos and tweets directly from David Guetta, giving comprehensive access to his world on the go.

Tailored specifically for EMI and David Guetta, the first release is available for download from the iTunes store today. The app will soon also be available for Google Android, Symbian and Windows phones.

The partnership with RedShift is vital to MXP4's mobile strategy, according to Albin Serviant, MXP4 CEO: "This partnership is a key element of our strategy to extend the MXP4 interactive music solution beyond the web and onto the mobile platform, allowing consumers to play with music from any location. Together we have developed a clear roadmap, starting with the iPhone, before moving onto the Google Android and beyond. The clear strategic fit and the blend of expertise between us were vital in ensuring we are first to market with an interactive, dynamic mobile music solution."

Albin Serviant, MXP4's CEO added:

"The launch of the iPhone app with EMI and David Guetta is an exciting first step forward, and a further demonstration that MXP4 has much to contribute to the music industry value chain. It marks a step change for mobile music."

Alessandro Thellung, CEO and Founder at RedShift, said:

"We're extremely happy with this partnership with MXP4, a company that shares with us the same values of excellence and innovation. Our joint expertise will generate great mobile experiences for end users, and allow us to consolidate our leadership position on the D2C market of mobile applications."

French DJ and producer David Guetta dominated the world's music charts this summer, scoring two UK Number 1 singles, as well as co-writing and producing the Black Eyed Peas' global Number 1, 'I Gotta Feeling', the most successful single of the band's career so far.

For an exclusive preview of the app from David Guetta, visit:

<http://www.youtube.com/v/Qe-z1q6jbWY&hl=fr&fs=1&autoplay=1>



About MXP4

MXP4 develops interactive music solutions that are changing the music experience for consumers by allowing them to play with the music. MXP4 delivers an interactive digital music experience which enables the music industry to explore new revenue opportunities and engage more closely with consumers.

Based in Paris, the company was founded in 2006 by Gilles Babinet, Sylvain Huet and Philippe Ulrich. Albin Serviant (former GM at Vivendi Mobile Entertainment and MUSIWAVE CMO) is CEO, whilst industry leading board members include JF Cecillon (former CEO of EMI Music) and Jordan Greenhall (former CEO and Chairman of DivX). The company is backed by A-list investors Sofinnova Partners and Ventech.



About Redshift

RedShift conceives and develops new generation mobile marketing solutions : design and development of advanced mobile sites and applications, monetization of the audience through Mobile AdServer, traffic analysis and performance measurement, mobile services promotion via cross-media communication tools, media planning (search and display), and Mobile Ticketing services.

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Mots-clefs:

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