

MUSICSTYLING INTRODUCTION

MUSICSTYLING



OUR VISION

Since our inception in 2004 Musicstyling has worked intimately with the brand and hotel teams of pre-eminent names in luxury hospitality to become a trusted partner in developing the ultimate signature sound.

The bespoke concepts we create are expertly crafted with your business in mind, utilising the power of music to forge an audio sensory experience that begins the moment customers cross your threshold or step aboard.

Our process incorporates an in-depth review of your brand values and ethos in order to distill the essence of what makes you unique. By understanding your vision Musicstyling can curate a signature sound that will enrich the guest experience.



We are proud of the fact that many of our customers have remained with us throughout our journey to date, growing as we have grown, their loyalty a testament to our deep-rooted philosophy of providing exceptional service and consistent high quality.

An expanding global team is wholly dedicated to the continued success of our partners. Musicstyling continues to be the premium choice for your business because we truly understand what first class hospitality means. We are here to support you at every step and we are supremely confident that you will hear the difference.



WORKING WITH GLOBAL BRANDS

- FOUNDED IN 2004
- 6 GLOBAL OFFICES
- SPANNING 170 COUNTRIES
- DEDICATED PERSONAL SERVICE



A BESPOKE APPROACH FOR EVERY CLIENT

We understand that each client is unique and by creating a compelling signature sound that aligns with your brand ethos we can play an integral role in helping your business continue to grow and remain successful.

It is one of the reasons we have become the trusted partner for so many of the world's leading hotel groups, cruise lines, luxury brands and independent boutique properties.

GLOBAL LICENSING

YOUR MUSIC IS LEGAL

Musicstyling works both directly with the copyright holders such as record labels and publishers along with various collective management organizations across the globe to ensure that your music is legal.

We are proud to support artists, musicians and the wider music industry through our detailed reporting and transparency.

Because Musicstyling has such strong global relationships we can support your business in obtaining and paying the necessary licensing fees for the music played at your locations.



SUPPORTING ARTISTS AROUND THE WORLD

- Strong relationships with major and independent record labels and music publishers
- Affiliated with collection societies across the globe
- Complete confidence that our music is licensed
- Detailed reporting to ensure that artists get properly paid for their work
- Helping to support the growth of independent and emerging artists across the music industry

SERVICE STANDARD

MUSIC PROCESS

INCEPTION TO COMPLETION

From the moment we connect with your brand we will develop a timeline that outlines the consultation process from inception through delivery and into the evolution phase of your bespoke music concepts.

Ensuring that we deliver outstanding music on time and in alignment with your brand requirements is an essential aspect of our approach. We guarantee exceptional quality and clarity at every step of our partnership.

1. RESEARCH

We thoroughly investigate what makes your brand unique in order to effectively identify and enhance core principles and objectives.

2. ENGAGE

Detailed discussion to determine which of our range of services and player options will be tailored to reflect your exact requirements.

3. EXPLORE

Your dedicated regional consultant will conduct a detailed review of the property, assessing its needs and ambitions in close collaboration with your senior team.

4. DEVELOP

Initial creation of your unique music concepts, identifying content that aligns with your brand, expertly chosen to specifically resonate and enhance each outlet or zone.

5. REVIEW

Music samples will be shared with corresponding rationale for your senior team to review and provide feedback ahead of developing full playlists.

6. CURATE

Concept brief agreed and bespoke music procurement begins with every individual track reviewed and hand-picked by our creative team of music experts.

7. DELIVER

Detailed and expansive music playlists are delivered to your player of choice via our market leading technology, providing seamless integration with your AV and IT systems.

8. REFINE

Assessed in situ following delivery your dedicated consultant will review concepts directly with your senior team, making any nuanced adjustments in conjunction with our curation experts as required.

9. EVOLVE

Continued exploration and acquisition of new music from across our expansive libraries and global network of creators, DJs and artists. Regular music updates ensure a dynamic sound that continues to evolve with your brand.

A SEAMLESS SERVICE THAT YOU CAN TRUST

With six international offices covering APAC, Europe, the Americas and the Middle East and our expert teams are on hand to work in close consultation with local partners to ensure that on-brand music is delivered effectively to any region. Dedicated operations, media, accounts and installation divisions make Musicstyling a trusted partner in over 170 countries.

In addition, our expansive global network of dedicated regional consultants and creative collaborators allow us to dial down in to specific regional tastes and emerging trends to ensure that the music will always resonate with your clientele and location.

OUR OFFICES

- LONDON
- HONG KONG
- LOS ANGELES
- SHANGHAI
- DUBAI
- MIAMI

We provide 24 hour first class service and support that gives you and your team total peace of mind. All requests will be swiftly responded to and actioned by our global team of experts no matter where you are in the world.

Whether you require a bespoke playlist for a special event, a timing change, technical support or a consultation to refresh a concept in a specific area, the Musicstyling team are always ready to assist.



FESTIVAL MUSIC PREVIEW



CHRISTMAS

Musicstyling's festival music exclusive runs through major festivals such as Christmas, consists of different music genres combined with diversified arrangement and features to promote brand building for different images and positioning, as to create a new market for festival music.

The library of festive music is large and comprehensive. As a professional bespoke music leader in the industry, we aim to continuously explore the essence of various cultures, local characteristics, and festival special, so that music and brand specialties can be perfectly blended and led to the new festival music trend. Ultimately the audience will be engaging in the tradition, elegance, trendy modernity, and mainstream fashion under carefully designed.



Pop



Vocal Jazz



Jazz Instrumental



Light Instrumental

OPTIONAL SERVICE

MESSAGING

DEVELOPED FOR YOU

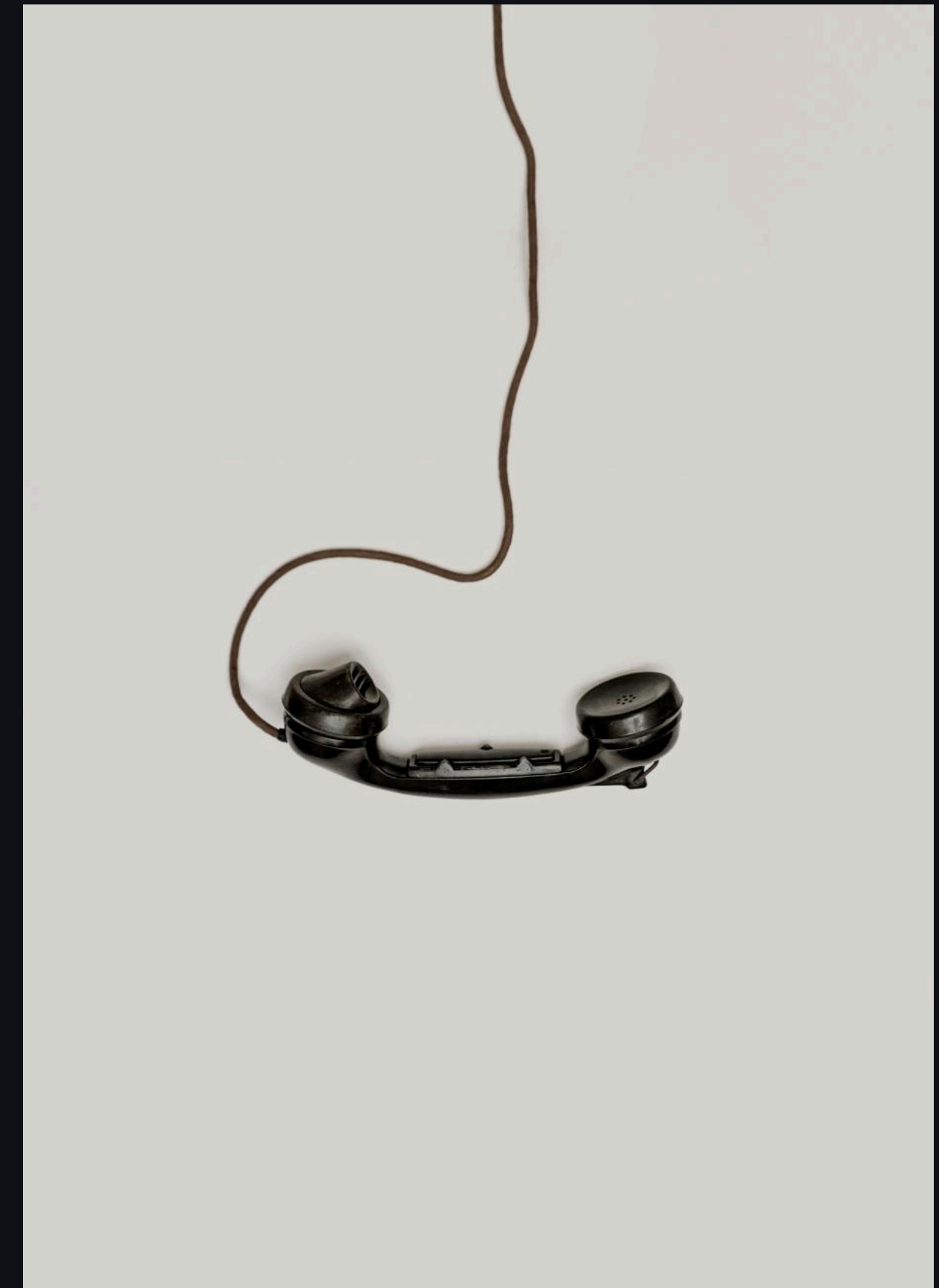
Our creative studio team has over a decade of experience working with hospitality media in all its forms.

To better understand your messaging needs, we review each property and its activity which allows us to customize and deliver strong targeted messaging via our networked solution.

Let us work with you to use music and targeted messaging as a powerful additional marketing channel supporting your brand.

HOW IT WORKS

- State-of-the art recording studios
- Access to talent in all languages and accents
- Seamlessly programmed within your music playlist
- Messages available to play on-demand



MESSAGE PREVIEW

TEAM INTRODUCTION

MANAGING DIRECTOR & CO-FOUNDER
AXEL JENNEWEIN



Axel's original music roots are very much planted in the golden eras of the sixties and seventies. Being involved with Musicstyling from virtually day one, he has had the opportunity to see most parts of the world and explore many different cultures, exciting influences and musical nuances. These influences and an ever-growing network of trusted connections are the backbone for the company's ongoing growth.

REGIONAL DIRECTOR, APAC & GREATER CHINA
SOPHIE RUAN



Sophie has worked with global luxury brands, organizations, and intensely creative individuals across industries, helping them to discover their own distinctive and genuine sounds from both artistic and economic perspectives. Working on countless key projects has given her insight into the complexities of translating client needs into a holistic background music identity.

GLOBAL HEAD OF MEDIA
RICHARD HAMPSON



Rich has been with Musicstyling for nearly a decade and in his current role as Global Head of Media brings over 20 years of experience in the music industry to the table. Rich manages a strong global music team which are supported by this network of experienced DJ's and producers and this team of experts help to deliver unique and powerful concepts for brands.

OUR MUSIC TECH

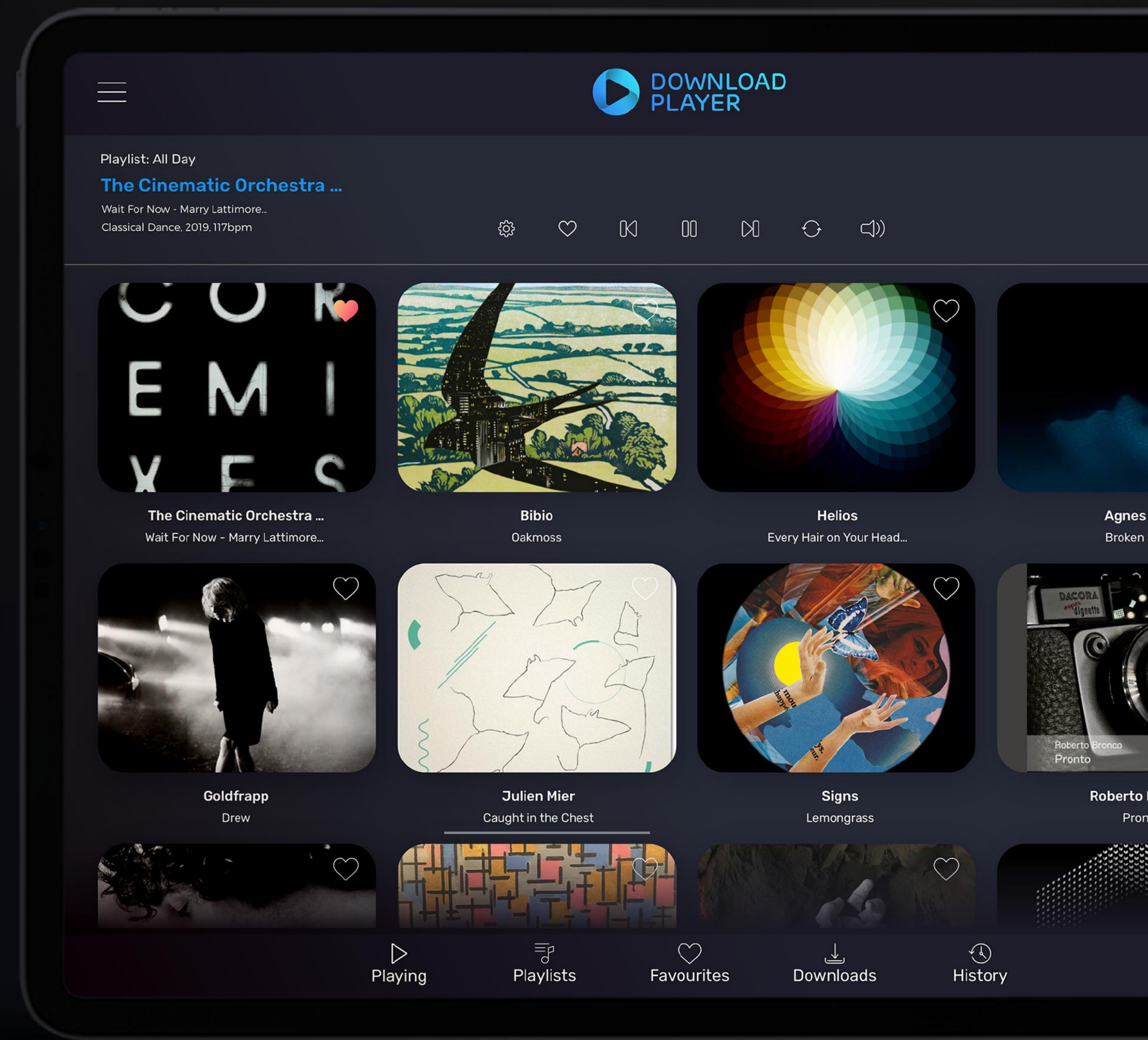
THE DOWNLOAD PLAYER

FLEXIBLE TOOLS POWER YOUR EXPERIENCE

Download Player is the world's premier background music and interactive brand playlist software for the luxury hospitality industry. It is available on all platforms, handheld and desktop, including our own flexible hardware options if required.

Our music player offers complete control to your team via the User Interface, the Dashboard website or our Download Player Remote app via a smart device. We can offer additional functionality that allows guests to interact with the music and further enhance their experience via our Discover app.

- Multi-zone background music player software
- Fully personalized schedule of timetabled music and messaging
- View current tracks playing across every music zone
- Skip, pause, favourite or disable tracks as required



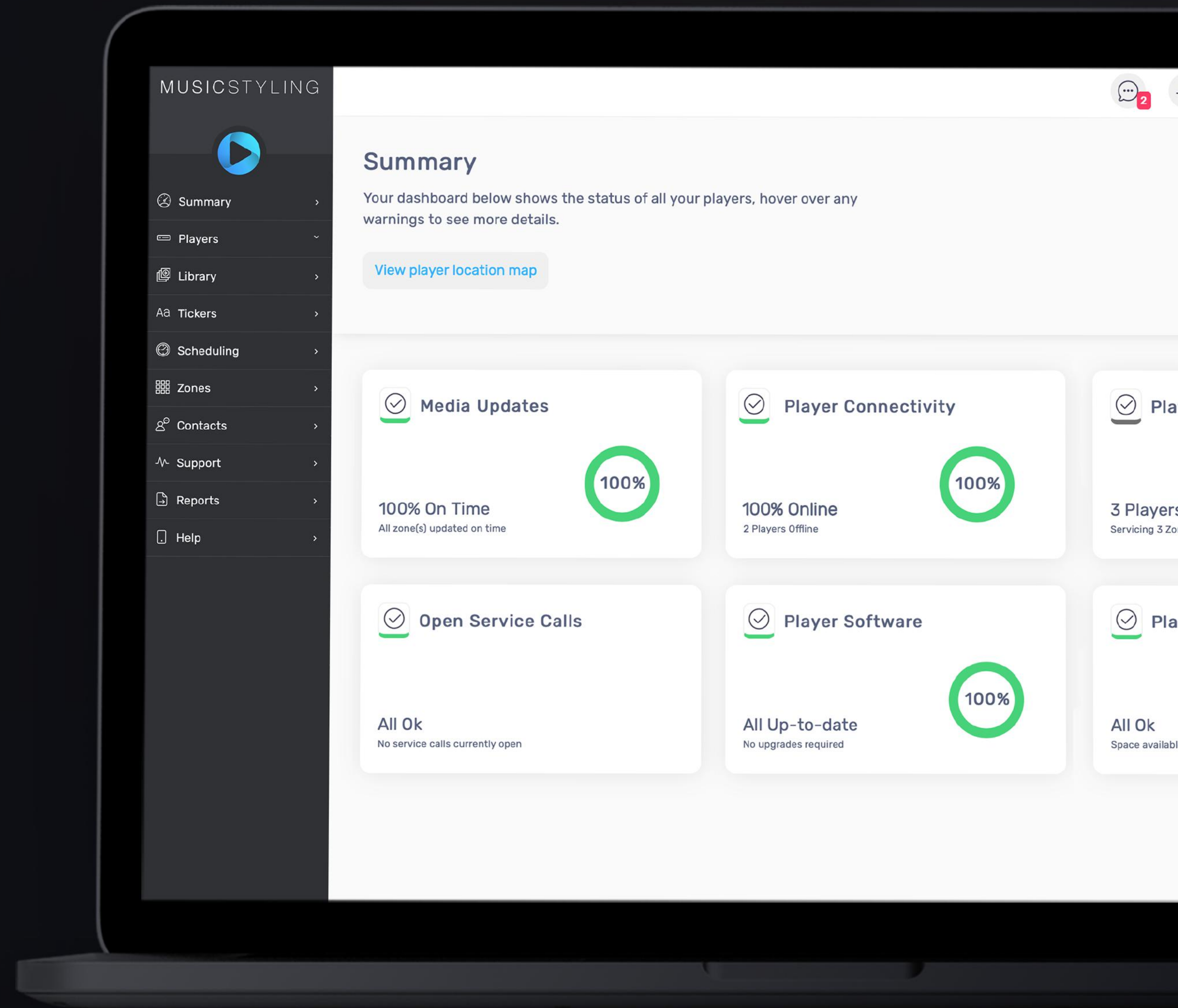
THE DASHBOARD

TRANSPARENT PLAYER MONITORING & CONTROL

Dashboard is a secure website that provides full visibility and control over all of your music players. You can log in and view the real-time status of your players from any location. It allows multi-level user access with varying permissions and degrees of visibility which offers key staff flexible control.

See what's currently playing in all areas, view internet connectivity and load playlists remotely across all zones. You can even control digital signage and schedule bespoke audio messaging.

- Monitor live status of players and interact with them remotely
- Preview new content that has been profiled in your music zones and favourite or disable tracks
- Monitor service calls and see when updates have been sent to your player
- View current and recent tracks playing across every music zone
- Load playlists on demand for special events or adjust timetabled music schedule when required



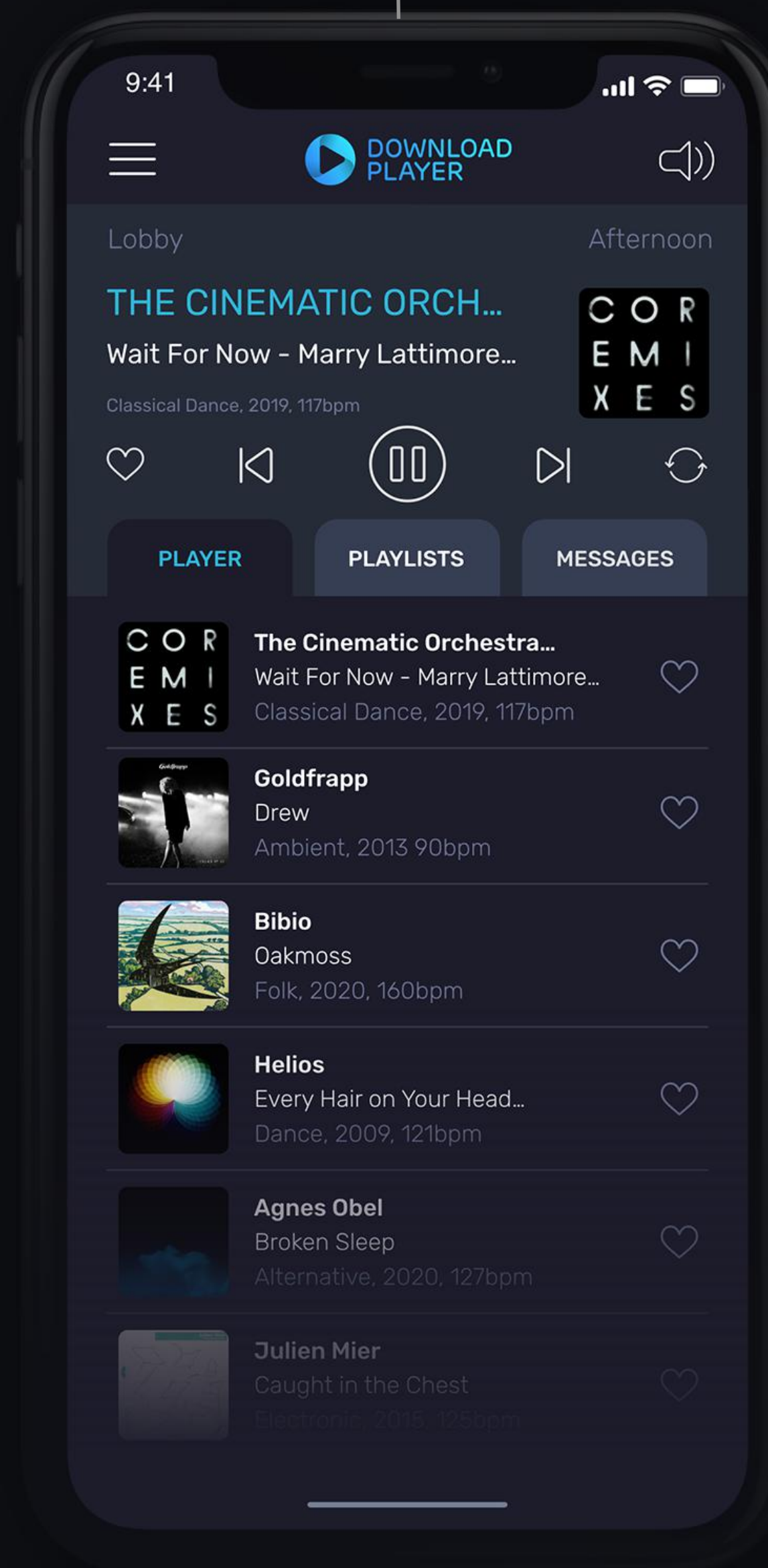
DOWNLOAD PLAYER REMOTE

VIEW AND CONTROL YOUR MUSIC REMOTELY

Download Player Remote app allows you to view and control the music and messaging across players in all areas via your smart phone or tablet device. It connects to your players via the local network, allowing users to adjust the volume, select tracks or playlists on demand or favourite or disable individual tracks as required.

Once your device has been paired with your music zones you can access them instantly for effortless, simple control at your fingertips.

- View current tracks playing across every music zone
- Skip, pause, favourite or disable tracks as required
- Select on-demand playlists to override timetabled schedule as required
- Available on Android and iOS platforms



CONTROL
ALL ZONES
FROM
THE PALM
OF YOUR HAND
VIA
YOUR SMART
DEVICE

WE ARE GREEN

- We reduce our carbon footprint through the use of video consultations in place of in person meeting where possible.
- Necessary travel is arranged with local consultants reducing the amount of air miles.
- DLP - software installed on PC or handheld devices with low usage of approximately 60-90W.
- Where applicable, we recommend using a software only solution to minimize the electronic consumption of our products.
- Where we supply hardware, it is manufactured to be as green as possible, in line with ISO9001 standards.
- MAP player - on average, using only 5W, so much less running costs than a typical 'old school' 60W light bulb.



THANK YOU

CONTACT

Sophie Ruan
Regional Director – APAC & Greater China

sophie@musicstyling.com
+86 184 2002 4027 / + 852 5645 7575 (Hong Kong)

MUSICSTYLING

