

# Mogenesis Turns S60 3rd Edition Devices Into Portable Karaoke Players



The CaraOK application lets users download music and lyrics to their S60 3rd Edition devices, turning smartphones into portable karaoke players.

Mogenesis CaraOK takes the karaoke craze that became popular in the 1980s, adds the instant accessibility of music via a wireless network, and mixes in the considerable multimedia capabilities of S60 3rd Edition devices. The result is what amounts to a portable karaoke bar. With the CaraOK mobile application from Beijing Genesis Interactive Technology Co., Ltd. (Mogenesis), music lovers can download music and lyrics to their S60 3rd Edition devices, and then sing along to them.

'We thought that CaraOK would offer a unique way to bring people together using S60 3rd Edition devices', says Mogenesis CEO Sean Zhang. 'With it, people can not only entertain themselves, but can enjoy karaoke with others as well. With CaraOK, you can get instant entertainment anywhere.'

*'We expect to continually upgrade CaraOK, in large part because of the powerful S60 3rd Edition platform. The hardware offers numerous ways for us to add innovative new features — and when we add them, we know that Nokia will be there to help us succeed.'— Mogenesis CEO Sean Zhang*

With CaraOK, users of S60 3rd Edition devices can easily search for digital music, and then download tracks to their smartphones, listen to them, and sing along as the lyrics display on the screen. The application now has downloadable lyrics for more than 600 songs, and Mogenesis expects to offer several thousand in the near future. CaraOK currently has 10,000 testers in China. When the application comes out of testing in early 2009, consumers will have the option of paying on a per-download basis or a monthly fee. The CaraOK application can be downloaded at <http://fmi.imolife.com/karaoke/client.html>.

## A history of success

Mogenesis, in business since 2004, is not new to mobile development. The company has already launched several successful applications. It created the Fetion instant messaging (IM) client for China Mobile Communications Corporation; Mogenesis claims Fetion is the most successful mobile IM client in China, with more than 100 million users. 'On average, more than 10 million people log into Fetion each day', says Zhang. 'Mogenesis has also developed the DCD mobile client, which sends customised information to users of mobile phones, who can cre-



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'By offering us test devices, Nokia sped up our development process, and by featuring us at the Nokia World 2008 booth, we were able to get far greater visibility than we could have gotten on our own,' says Mogenesis CEO Sean Zhang.

## Looking ahead

Although CaraOK is still in the testing phase, Mogenesis already has plans for expanding the software's capabilities. The next generation of the product will allow people to record themselves singing along to songs, then upload the videos and share them with others. In addition, Mogenesis will expand the number of Nokia devices CaraOK works with, including S60 5th Edition and Series 40 devices. Mogenesis will also focus on increasing the number of people using CaraOK, including expanding it beyond mainland China. 'We expect to continually upgrade CaraOK, in large part because of the powerful S60 3rd Edition platform,' Zhang says. During those upgrades, Mogenesis will continue to count on Nokia's marketing support. 'The hardware offers numerous ways for us to add innovative new features — and when we add them, we know that Nokia will be there to help us succeed.'

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ate multiple, customised content channels that are continually and automatically updated. DCD has 1 million subscribers in China. Based on our success with Fetion and DCD, we began looking for other mobile markets.'

'Back in 2007, we saw that the demand for mobile entertainment was growing rapidly, and we wanted to take advantage of that,' he explains. 'We saw that the mobile music market was set to expand tremendously, and that's what we targeted.'

### Targeting multiple revenue streams

When CaraOK is launched, Mogenesis will gain revenue from it via per-download fees, or an all-you-can-download monthly subscription fee. The exact fees have not yet been set, but the monthly fee will most likely be from 5 to 10 times the amount of an individual song-and-lyric download. Revenue will be divided among Mogenesis, operators, and music distributors or publishers. The application is currently being distributed for free, via WAP portals and other channels.

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### How Forum Nokia PRO helps Mogenesis

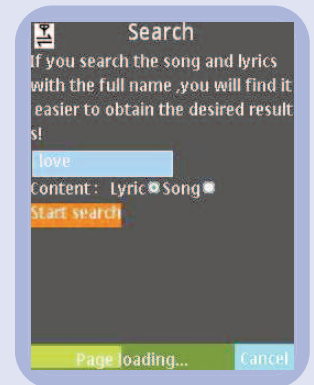
Mogenesis has turned to Nokia and Forum Nokia PRO for help with the development of CaraOK, including technical as well as marketing support. Nokia provided test devices, and also featured CaraOK at a booth at Nokia World 2008 in Barcelona, Spain. In addition, Nokia introduced Mogenesis to the Chengdu branch of China Mobile.

According to Zhang, Nokia has been an important ally for his company throughout the development and launch of CaraOK. 'By offering us test devices, Nokia sped up our development process, and by featuring us at the Nokia World 2008 booth, we were able to get far greater visibility than we could have gotten on our own.'

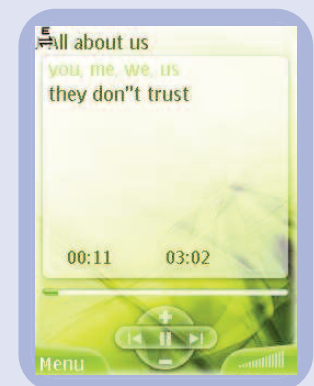
Zhang also says that the multimedia capabilities of S60 3rd Edition devices have contributed to the success of Mogenesis. 'We have been able to take advantage of the rich multimedia features of S60 3rd Edition devices,' he says, 'They offer high-quality audio playback, and their screens have high resolution, so [they] do an excellent job of making sure that the lyrics are readable.'

For more information, go to:

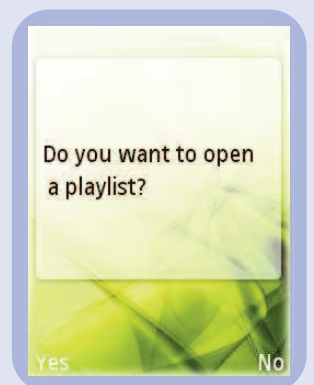
[www.nokia.com/developer](http://www.nokia.com/developer)



CaraOK makes it easy to search for music, using the song title, or lyrics within the song.



In addition to playing music, CaraOK displays a song's lyrics.



CaraOK includes a music manager that lets the consumer create playlists.

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