



# MATCHTUNE

FOR VIDEO EDITORS



2021

# What MatchTune can do for you



While you love your job, you may want to cut on the boring tasks and focus on the creative ones !

- Connect to a **very large quality music selection**
- Quickly find the right music tracks **based on video**
- Quickly find the right music tracks **based smart criteria**
- Quickly find the right music tracks **based on music structure**
- Let MatchTune **edit selected tracks to your needs**
- **Stems** are available for all tracks
- Quickly get **chords** for every track
- Let MatchTune **sync** your track to your video
- Save time with smart music **markers**
- See Music to Video Sync patented technology in action

MatchTune is your best work partner for your Music needs.

# Magic Video Sync demo reel



The screenshot displays the MatchTune web application interface. At the top left, the text "MATCHTUNE +" is visible. The main header reads "MAGIC VIDEO SYNC". A navigation menu includes "Main menu" and "Magic video sync". A central banner states "ENJOY GREAT SELECTED MUSIC ON YOUR VIDEO".

The interface features a "Video Player" window showing a video of a bedroom with a tufted headboard and two bedside lamps. Below the video player is a progress bar and a thumbnail strip. To the right of the video player, there are several dropdown menus for selecting music based on video content, each with a "Let MatchTune decide" option. A "Search & Match again" button is located below these menus.

At the bottom of the interface, there is a "LOGOUT" button on the left, a music track preview for "Walking Alone" by "Serious Stories" with a "PURCHASE" button on the right, and a "Downloading track assets..." progress indicator in the center. The bottom status bar includes "Welcome to MatchTune" and a "demo@matchtune.com" email address.

<https://youtu.be/-gWZBm8spGs>

# How **MatchTune** works using AI



MatchTune automatically searches, scales and syncs the best musical suggestions for a video within seconds

## **1. Video Analysis**

We **analyze** video in seconds

## **2. Music Selection**

We find perfect music tracks based on **smart video criteria** in no time

## **3. Video Synchronization**

We **sync music** to selected video key moments almost instantly

## **4. Music Adaptation**

We adapt selected music to video duration **on the fly**

# MatchTune features overview



## Catalog Search Made easy

Available search criteria includes genres, moods, instruments, colours, albums, playlists, sound-alike and publishers



## Audio Similarities Search

MatchTune instantly finds music tracks that matter based on tempo, moods, tonality, vocals, structure etc. Establishes a similarity map between tracks Provides better sound-alike search results for users



## Music Automatic Re-editing

MatchTune instantly re-edits music tracks from an original version to any duration Allows to optionally set a climax moment New stems are generated for the new version of tracks



## Stems Available

Stems become available for all music tracks Stems are either original or generated with MatchTune's source separation AI



## Markers Available

MatchTune generated music embeds Parts and Climax Markers as well as other DNA information Markers are automatically imported inside video editor: Parts, Climax, Scenes, other time saving information Users can easily snap video content to Markers Compatible with Adobe, Avid and Final Cut Pro



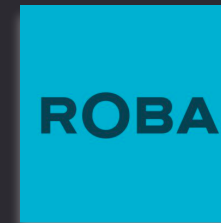
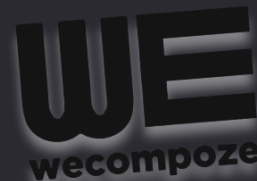
## Chords Available

MatchTune uses AI to extract chords from music tracks: piano, guitars, other instruments, vocals, bass channel, drums channel, etc.

# Connect to a very large quality music selection



- Large and top quality music catalogs available in one single place
- 600,000+ music tracks available
- Stems available
- Lossless audio quality



# Quickly find the right music tracks based on video



**MatchTune +**

PG philippe@matchtune.com

MUSIC CATALOG SEARCH

Tracks Genres Moods Instruments Colors Albums Playlists Alike Deep Search Publishers

27 Total tracks (NO RESULTS IN LAST QUERY)

TITLE	GENRE	Duration / Bpm	Rating	Waveform	Actions
COCO COCO 5927		00:54 / 126 Bpm	☆☆☆☆☆		EDITED NEW ...
RIGHT OF WAY RIGHT OF WAY 713		02:17 / 91 Bpm	☆☆☆☆☆		NEW ...
Electronic Colors Just Feel It		00:47 / 70 Bpm	☆☆☆☆☆		EDITED NEW ...
Electronic Colors Just Feel It		00:32 / 70 Bpm	☆☆☆☆☆		EDITED NEW ...
Indie Station Indie Shopping		03:12 / 105 Bpm	☆☆☆☆☆		...
COCO COCO 5927		01:54 / 126 Bpm	☆☆☆☆☆		...
VACATION VACATION 6370		02:07 / 108 Bpm	☆☆☆☆☆		...
Big Brass And Beats Ragged		01:50 / 150 Bpm	☆☆☆☆☆		...

**COCO**  
COCO 5927 (00:21 / 01:54)

STEMS (ORIG)

- SYNTH 100% M S
- BEAT 100% M S
- BASS 100% M S
- PIANO 100% M S

MacBook

# Quickly find the right music tracks based smart criteria



## MUSIC CATALOG SEARCH

- Tracks
- Genres
- Moods
- Instruments
- Colors
- Albums
- Playlists
- Alike
- Deep Search
- Publishers

o Music catalogs were analyzed with AI (unbiased)

o Available search criteria includes

- Genres
- Moods
- Instruments
- Colors
- Albums
- Playlists
- Sound alike
- Publishers



MacBook



# Quickly find the right music tracks based on music structure



**MATCHTUNE +** **MUSIC CATALOG SEARCH** philippe@matchtune.com

Tracks Genres Moods Instruments Colors Albums Playlists Alike Deep Search Publishers

27 Total tracks (NO RESULTS IN LAST QUERY)

TITLE	GENRE	Duration	BPM	Stars	Waveform	Actions
COCO COCO 5927		00:54	126 Bpm	☆☆☆☆☆	[Waveform]	EDITED NEW ...
RIGHT OF WAY RIGHT OF WAY 713		02:17	91 Bpm	☆☆☆☆☆	[Waveform]	NEW ...
Electronic Colors Just Feel It		00:47	70 Bpm	☆☆☆☆☆	[Waveform]	EDITED NEW ...
Electronic Colors Just Feel It		00:32	70 Bpm	☆☆☆☆☆	[Waveform]	EDITED NEW ...
Indie Station Indie Shopping		03:12	105 Bpm	☆☆☆☆☆	[Waveform]	...
COCO COCO 5927		01:54	126 Bpm	☆☆☆☆☆	[Waveform]	...
VACATION VACATION 6370		02:07	108 Bpm	☆☆☆☆☆	[Waveform]	...
Big Brass And Beats Ragged		01:50	150 Bpm	☆☆☆☆☆	[Waveform]	...

**COCO** (00:21 / 01:54)  
PURCHASE

STEMS (ORIG)

- SYNTH 100% M S
- BEAT 100% M S
- BASS 100% M S
- PIANO 100% M S

# Perfectly classified catalog



**MatchTune** instantly find music tracks that matter

## Tempo

We precisely analyze each track and based on beats as well as onset, we determine the tempo of track.

## Moods

We determine the moods of the track with percentages.

## Tonality

We extract a clear tonality (key) mapping of the music track.

## Genres

We extract genres and styles from the music tracks

## Vocals

We detect vocal activity and make a difference between male or female singers.

## Structure

We analyze and split music tracks into parts (intro, verse, final, etc.)

# Chords made available for each music track



MatchTune uses AI to extract chords from music

A musical score in 4/4 time, showing a melody in the treble clef and a bass line in the bass clef. The bass line consists of chords. Below the bass line, the extracted chords are listed: C, F/C, Bdim/D, C/E, G7/F, C/E, and C.

# Let MatchTune edit selected tracks to your needs

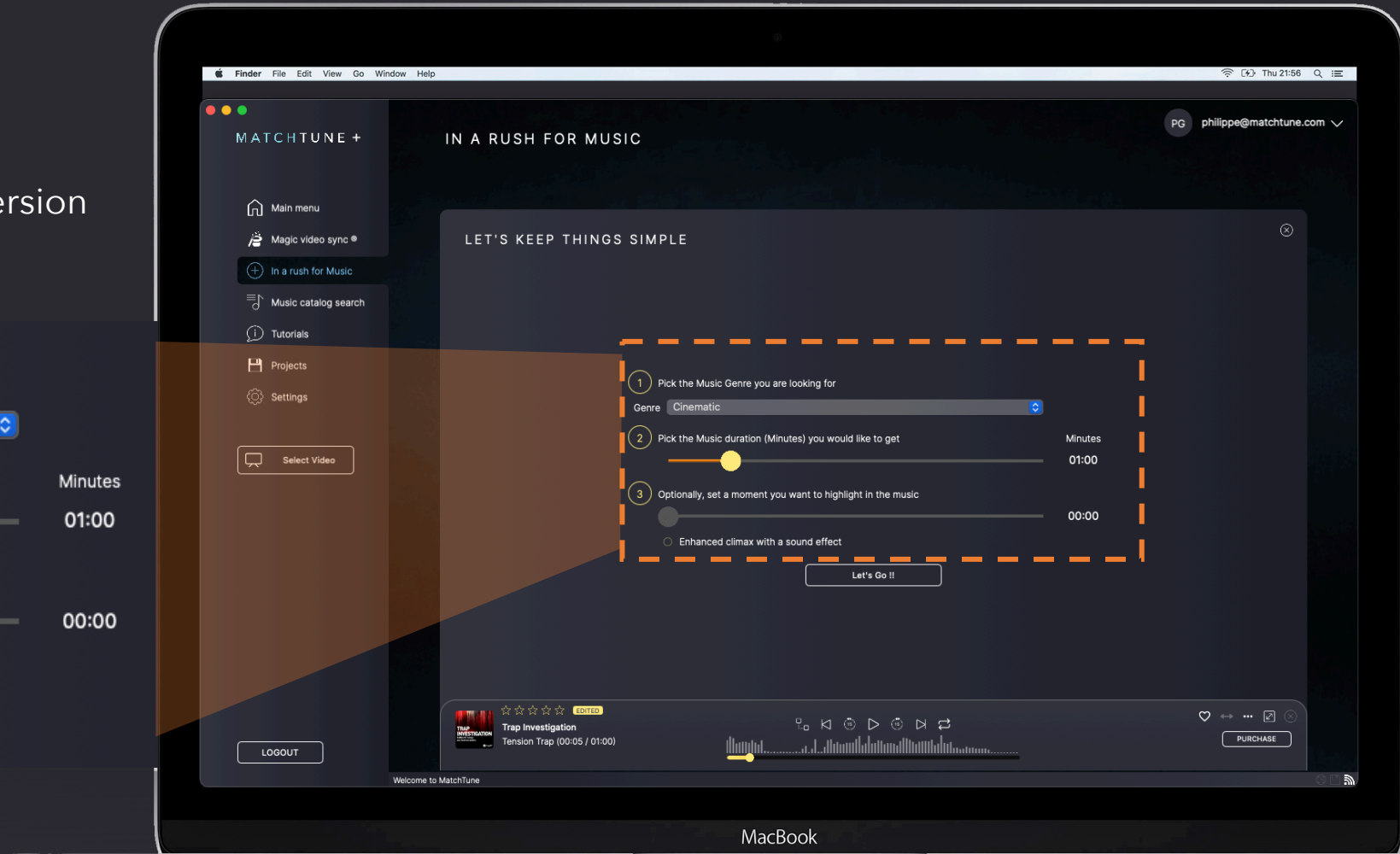


- Music tracks can be instantly reedited by Artificial Intelligence preserving original structure
- Tracks can be reedited:
  - To any duration
  - Optionally set a climax moment
  - New stems generated for new version
  - Lossless quality

- 1 Pick the Music Genre you are looking for  
Genre
- 2 Pick the Music duration (Minutes) you would like to get  
Minutes  
01:00
- 3 Optionally, set a moment you want to highlight in the music  
00:00  
 Enhanced climax with a sound effect

Let's Go !!

Let's Go !!

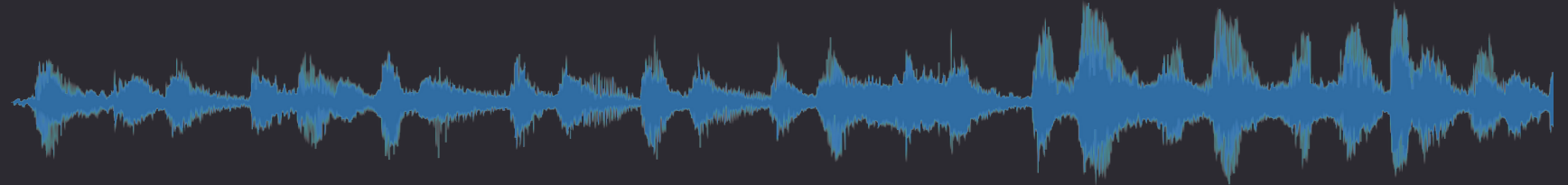


# Music Re-Editing patented technology

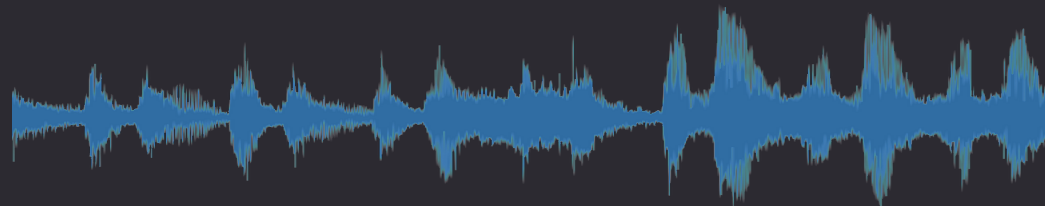


MatchTune instantly re-edit music tracks to any duration

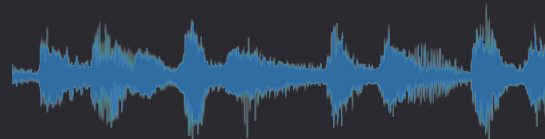
Original Version



60 Sec Version



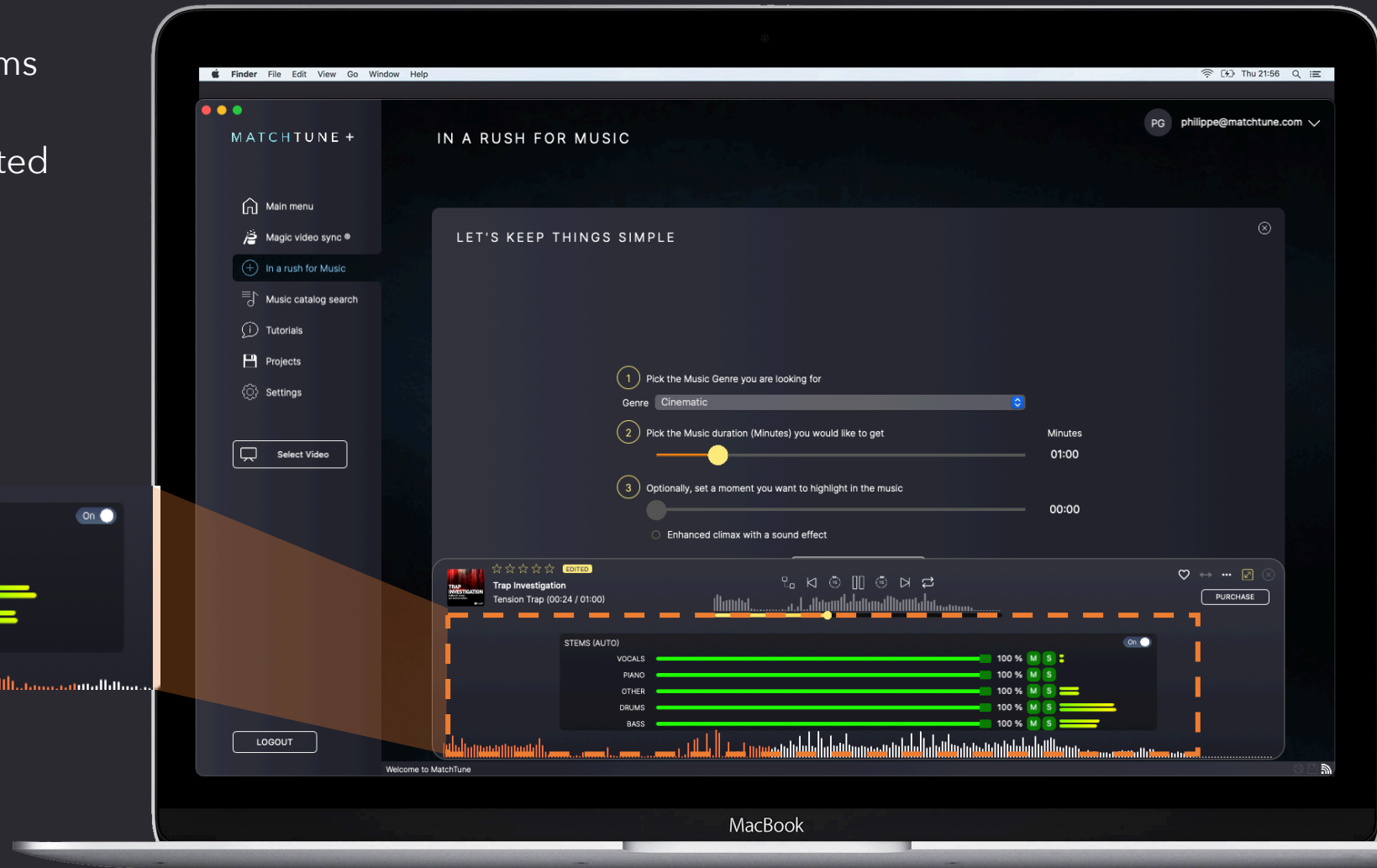
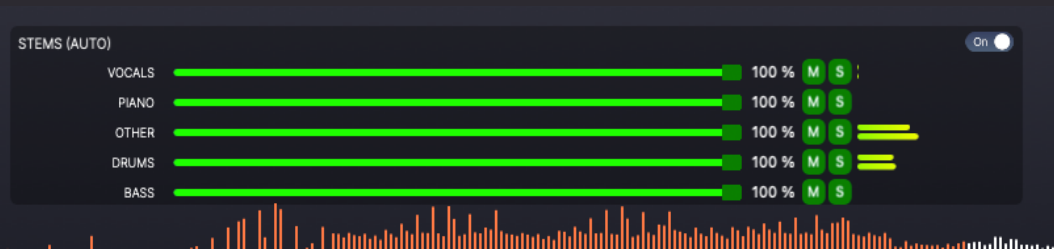
30 Sec Version



# Stems are available for all tracks



- Music tracks are delivered with Stems
- Stems are either original or generated with our source separation AI



# Color matching is an innovative way to find perfect tracks

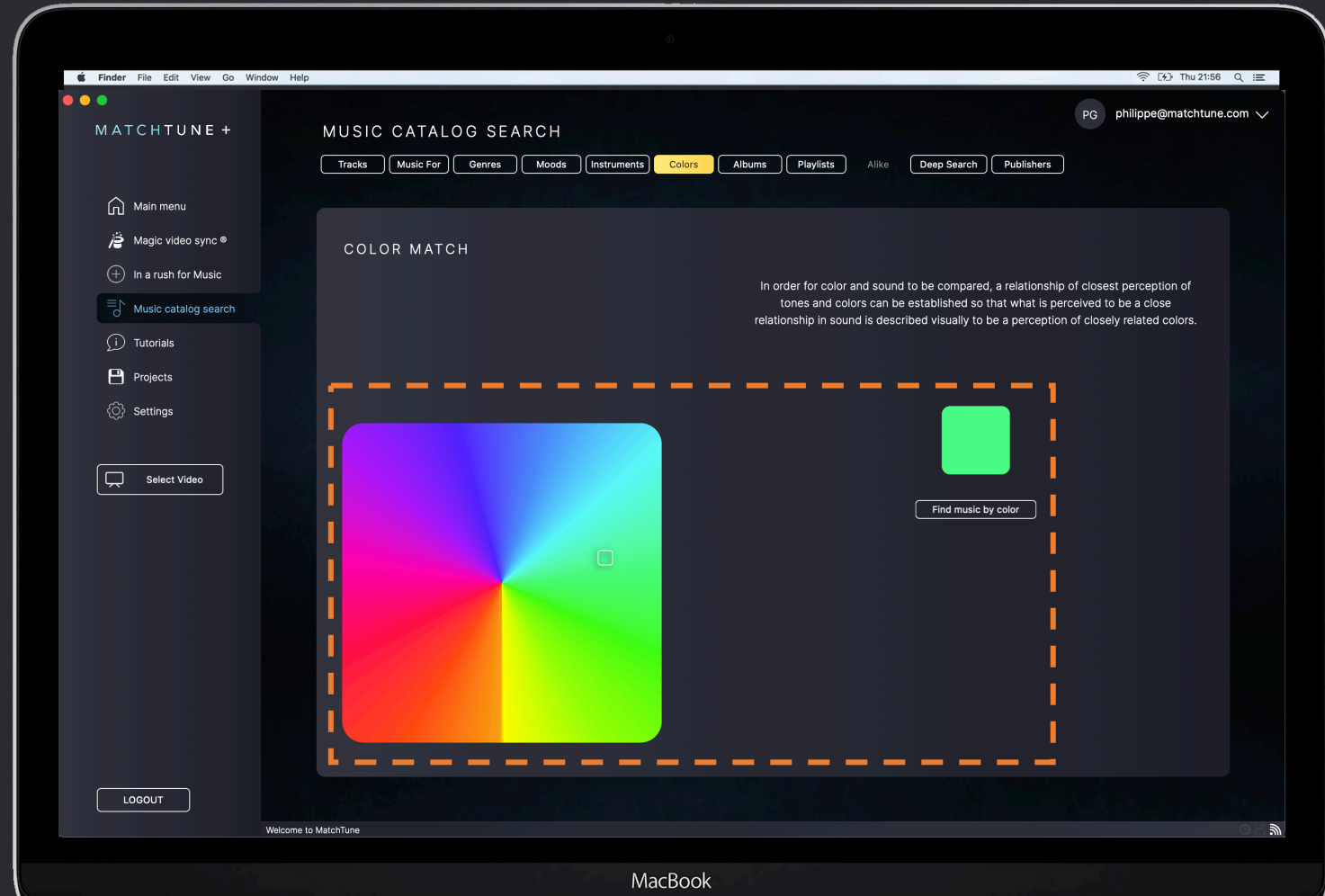


- Music and colors are related based on specific research called Synesthesia

Synesthesia or synaesthesia is a perceptual phenomenon in which [stimulation](#) of one sensory or cognitive pathway leads to involuntary experiences in a second sensory or cognitive pathway.

People who report a lifelong history of such experiences are known as synesthetes. Awareness of synesthetic perceptions varies from person to person.

In one common form of synesthesia, known as [grapheme-color synesthesia](#) or color-graphemic synesthesia, [letters](#) or [numbers](#) are perceived as inherently colored.

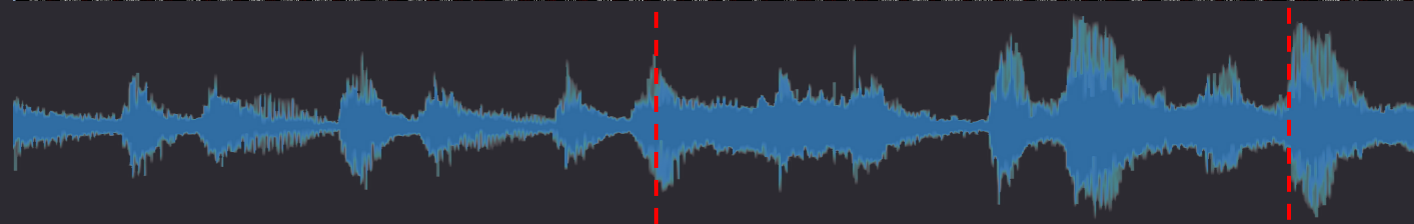


# Let MatchTune sync your track to your video



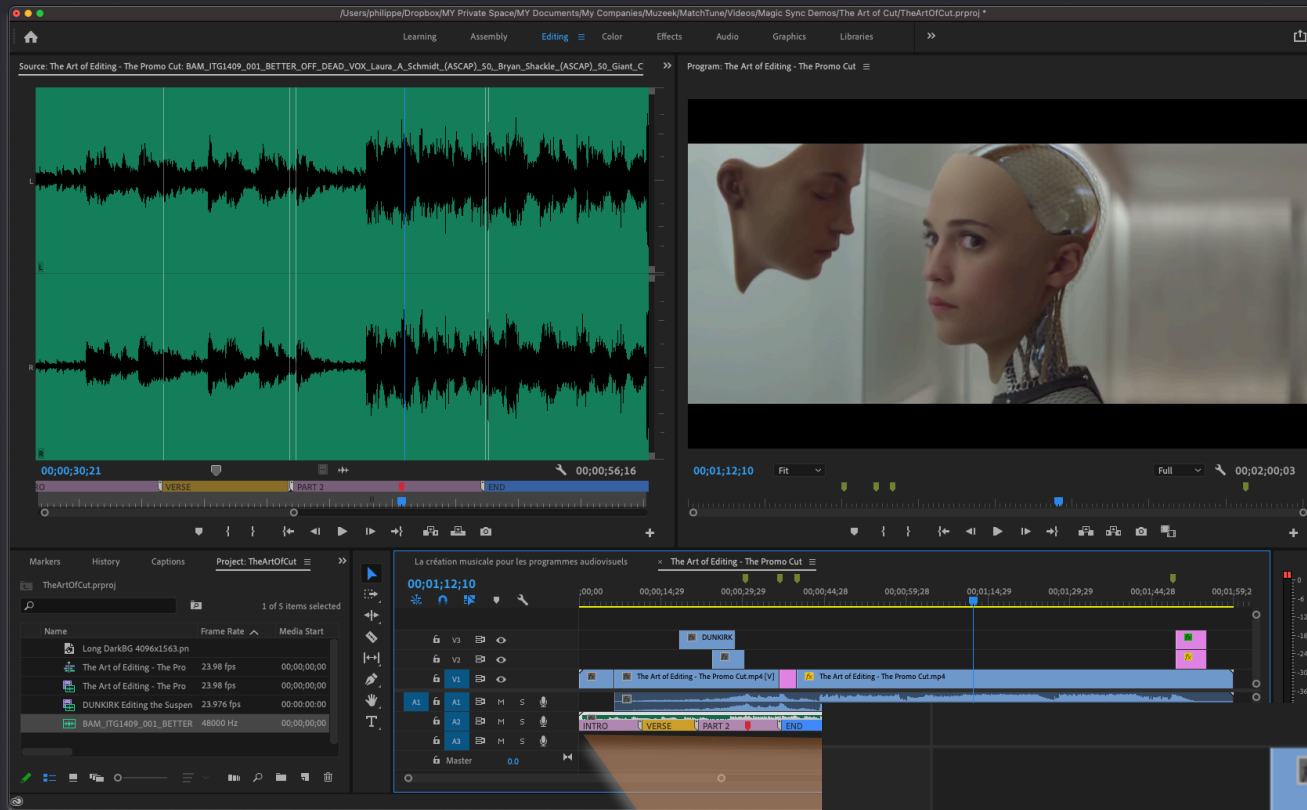
Extensive use of AI provides:

- Precise video scenes detection
- Objects and movement detection
- Colors detection



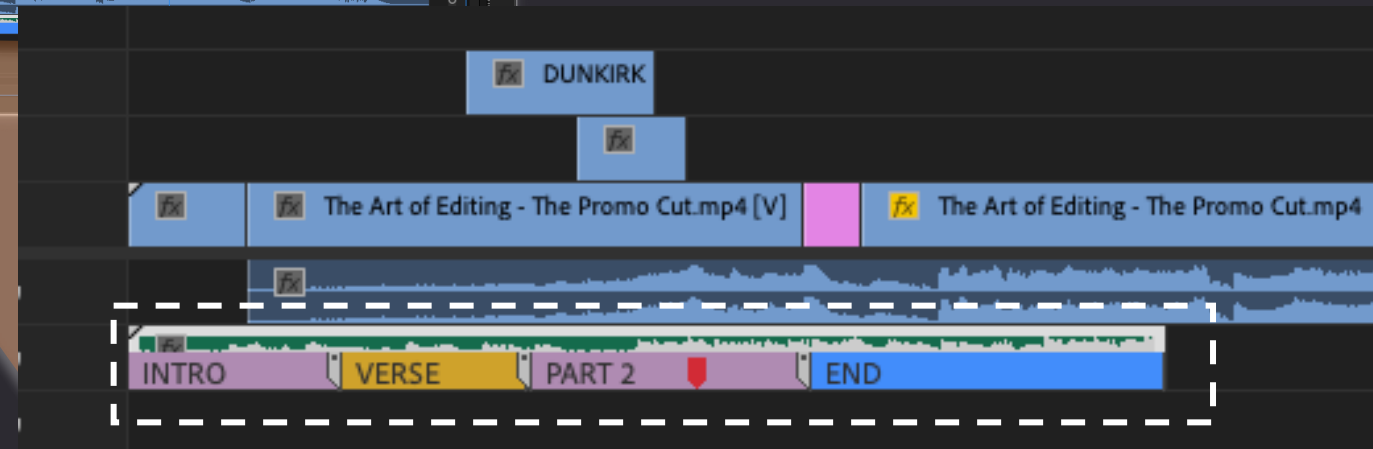
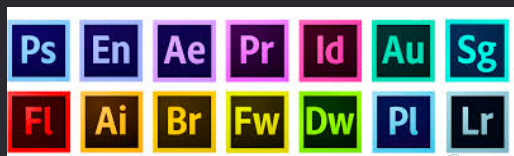


# Save time with smart music markers



- Music embeds parts and climax markers as well as other DNA information
- Markers are automatically imported inside video Editor
  - Parts
  - Climax
  - Scenes
  - Other time saving information
- User can easily snap video content to markers
- Available on Adobe, Avid, Final Cut Pro, etc.

COMPATIBLE WITH



# Music to Video Sync patented technology



Music can change video moods significantly

YouTube



YouTube



YouTube

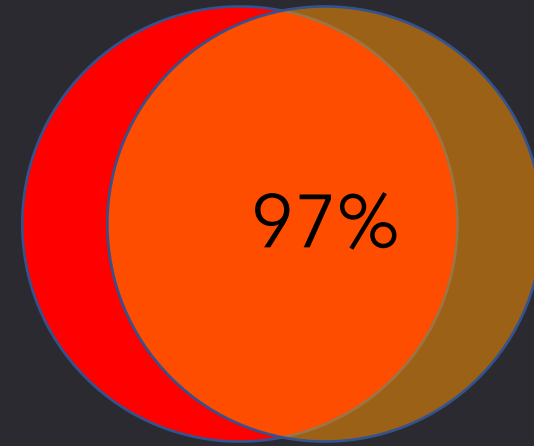


YouTube

Get a precise similarity score between 2 music tracks



Marvin Gay – Got to Give it Up  
vs  
Robin Thicke – Blurred Lines



Having a matching verification process between tracks:

- Prevent plagiarism risks
- Establish a similarity map between tracks
- Provide better sound alike search results to User



  
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