

THE NEXT ERA OF ENTERTAINMENT

POW3R X UMG

THE NEW OPERATING SYSTEM FOR ENTERTAINMENT

We've built a secure enterprise utility layer designed to maximize the value of major music catalogs



A UNIFIED SYSTEM

Seamlessly integrating catalog management, live asset deployment, and discovery mechanics under your direct control.



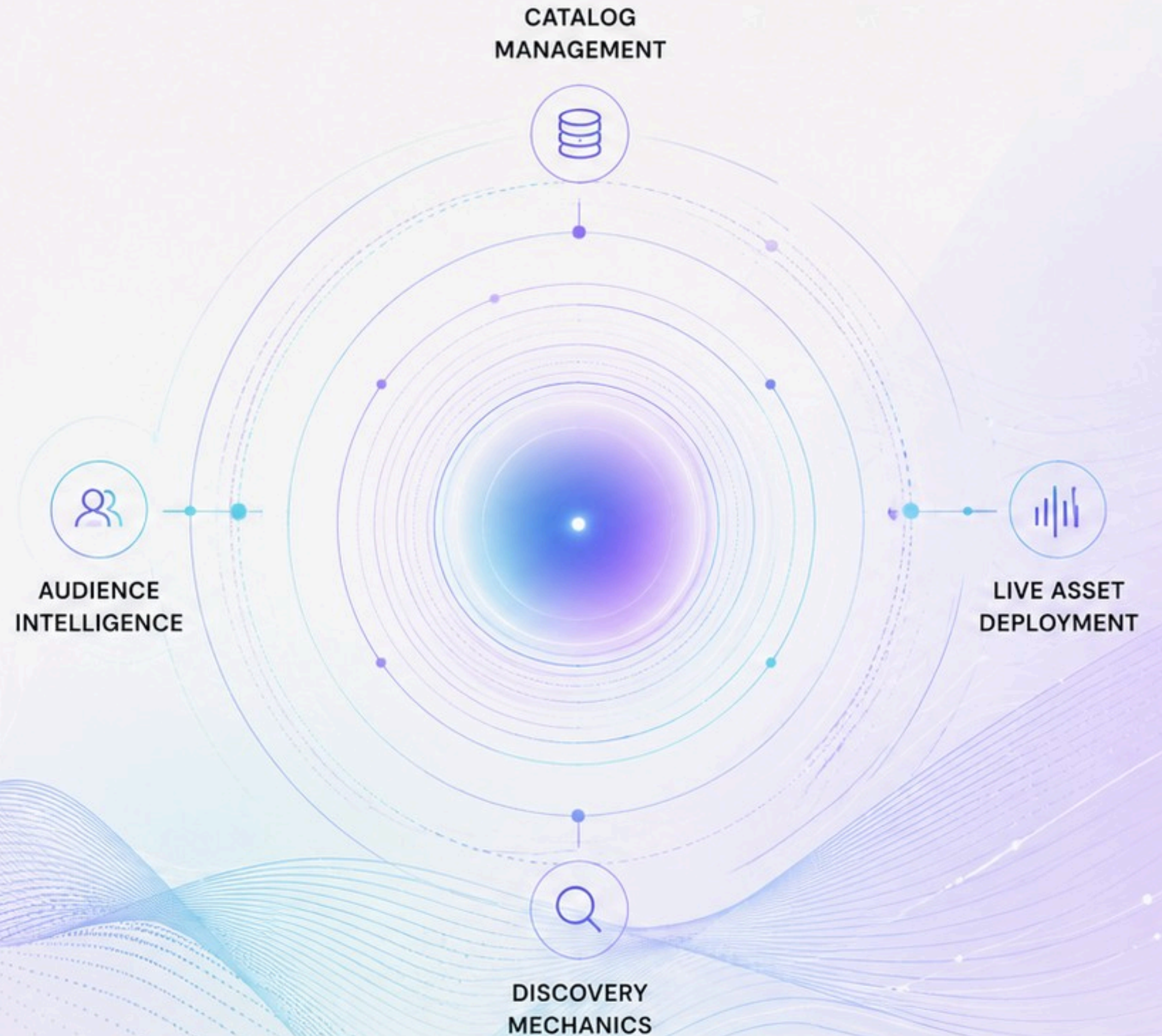
CONTINUOUS INTELLIGENCE ENGINE

An internal, secure system that learns and adapts to your catalog demands in real-time.



ONE GOAL

Maximizing the enterprise yield and commercial longevity of your intellectual property.



THE INTELLIGENCE GAP IN MODERN ENTERTAINMENT



Modern entertainment operates through fragmented systems that fail to capture, connect, or compound intelligence across the media lifecycle.



Generic AI tools process information. They do not understand the language of music, rights, audience behavior, or cultural momentum.

THE STATUS QUO



SILOED DATA

Creation, distribution, licensing, and audience systems operate independently — preventing intelligence from moving fluidly across the ecosystem.



LOST CONTEXT

Data is collected everywhere, yet the behavioral and cultural signals behind success disappear between platforms and workflows.

THE COST OF FRAGMENTATION



REVENUE LEAKAGE

Catalogs lose monetization opportunities when audience, licensing, and engagement intelligence remain disconnected.



NO COMPOUNDING INTELLIGENCE

Every release resets the learning cycle because intelligence is never captured into a persistent system layer.



RIGHTS & OWNERSHIP RISK

Generic AI systems create fragmented ownership environments that weaken long-term IP protection and control.

POW3R: THE WORLD'S FIRST AI MUSIC OPERATING SYSTEM

Pow3r is a secure intelligence layer built for the music industry, connecting creation, audience engagement, licensing, and live experiences within one private ecosystem. By embedding intelligence directly into media assets, Pow3r transforms catalogs into adaptive, revenue-generating assets.

01

SMARTER DISCOVERY



Connects content to new audiences across platforms.

02

DEEPER ENGAGEMENT



Captures real-time behavioral and audience insights.

03

PREDICTIVE MONETIZATION



Turns passive catalogs into active, programmable assets.

ONE PLATFORM. EVERY CONNECTION. ENDLESS POTENTIAL.

KEY CAPABILITIES

THE INTELLIGENCE LAYER
POWERING THE FUTURE OF MUSIC



INTELLIGENCE INFRASTRUCTURE LAYER FOR MODERN MUSIC CATALOG

Unifying catalog intelligence, audience engagement, monetization, and discovery within one controlled ecosystem.



EMBEDDED MEDIA INTELLIGENCE

Rights management, ownership, and audience data are integrated directly into the media asset, transforming catalogs into protected, scalable, revenue-generating assets.



ADVANCED MOTION-SYNCHING

AI driven visual text and design layers that perfectly adapt to live artist movement and choreography.



A CONNECTED ECOSYSTEM



SYNCHRONIZATION

A streamlined tool for instant use across streaming and social media platforms.



INTERACTIVE CONTENT

A mobile Dance App that turns user-generated content into a part of the artist's loop.



PERSISTENT NARRATIVE

An AI layer that ensures the story stays connected across every platform.

ONE PLATFORM. EVERY CONNECTION. ENDLESS POTENTIAL.

INSIDE THE POW3R ECOSYSTEM

MAXIMIZING CATALOG VALUATION

Pow3r is a secure intelligence layer that protects IP, expands catalog monetization, detects copyright infringement, and unlocks new licensing, discovery, and audience growth opportunities across the music ecosystem.



01

Protect Market Share

- Real-time copyright infringement detection instantly flags and shields your IP across all digital platforms.



02

High-Margin Micro-Syncs

- A plug-and-play engine that revitalizes monetization for legacy catalogs across gaming, streaming, and social media.



03

Frictionless Discovery

- Automated content matching drives compounding audience growth and artist discovery without traditional copyright friction.

TECHNICAL FOUNDATION

THE CORE OS: THE INTELLIGENCE EMBEDDED IN MEDIA

Turning passive music libraries into active, programmable, and secure corporate assets.



EMBEDDED IDENTITY

Every piece of music carries its own metadata that tracks ownership, rights, and licensing automatically.



.MPI – DATABASE-AWARE MEDIA

Every asset becomes structured, queryable, and programmable.



©D – TRANSPARENT RIGHTS INTELLIGENCE

- Tracks usage, transformation, and attribution
- Enables automated, granular royalty flows
- Eliminates black-box ambiguity



!D – PRIVACY IDENTITY LAYER

- Encrypted, anonymized listener identity
- Enables personalization without platform dependency



CONTEXTUAL SPARKS

- Every asset carries its full context: origin, meaning, transformation history

IMMERSIVE & ADAPTIVE MEDIA

Pow3r transforms media into a responsive intelligence system that analyzes audience behavior in real time to improve discovery, engagement, and monetization across platforms.



Intelligence is no longer delayed, it is captured, processed, and applied instantly.



Spotify measures skips. Pow3r **measures feeling, engagement, and transformation metrics in real time.**

WHAT IT DOES



Smarter Discovery

Connects music with audiences through real-time behavioral engagement signals.



Adaptive Live Media

Visuals, lighting, and audio environments respond dynamically to crowd movement and energy.



Real-Time Intelligence

Replaces delayed platform analytics with immediate audience and performance insights.



Artist Performance Visibility

Gives creators and rights holders a clearer understanding of how content performs across every touchpoint.

THE LIVE TOUR ADVANTAGE



Predictive Tour Intelligence

Maps venue demand and audience engagement using localized behavioral data instead of static streaming totals.



Compounding Campaign Insights

Every city strengthens the next, transforming touring from reactive planning into a continuously optimized system.



REVOLUTIONIZING LIVE EXPERIENCES

Pow3r transforms advanced entertainment technology into a scalable creative system accessible to artists at every level.

THE SHIFT: FROM STATIC CONTENT TO ADAPTIVE EXPERIENCES



ADAPTIVE VISUAL SYSTEMS

Real-time visuals, lighting, and stage environments respond to music, movement, and crowd energy.



CONNECTED STORYTELLING

An intelligent media layer keeps artist narratives synchronized across live, digital, and immersive platforms.



INTERACTIVE PARTICIPATION

Fans evolve from passive viewers into active participants within the media experience itself.

THE CREATIVE ADVANTAGE



FOR ARTISTS

Greater creative control with direct audience intelligence and adaptive live experiences.



FOR LABELS & RIGHTS HOLDERS

Transforms catalogs into scalable experiential assets that drive engagement, ticketing, merchandise, and monetization opportunities.

EXPERIENTIAL INTELLIGENCE

MUSIC THAT RESPONDS

Pow3r creates a continuous feedback loop between the music, the artist, and the audience — turning human response into real-time intelligence.



UMI — EXPERIENTIAL INTELLIGENCE

- Real-time emotional engagement signals
- Crowd movement and rhythm tracking
- Localized audience intelligence



NEW BEHAVIORAL INPUTS

- Motivation and engagement patterns
- Fan participation signals
- Real-time movement and response metrics



LIVE SHOW OUTCOMES

Post-Show Intelligence

Identifies the moments generating the strongest audience response to optimize future performances.

Adaptive Stage Environments

Visuals and live media intensify dynamically based on crowd energy and engagement.



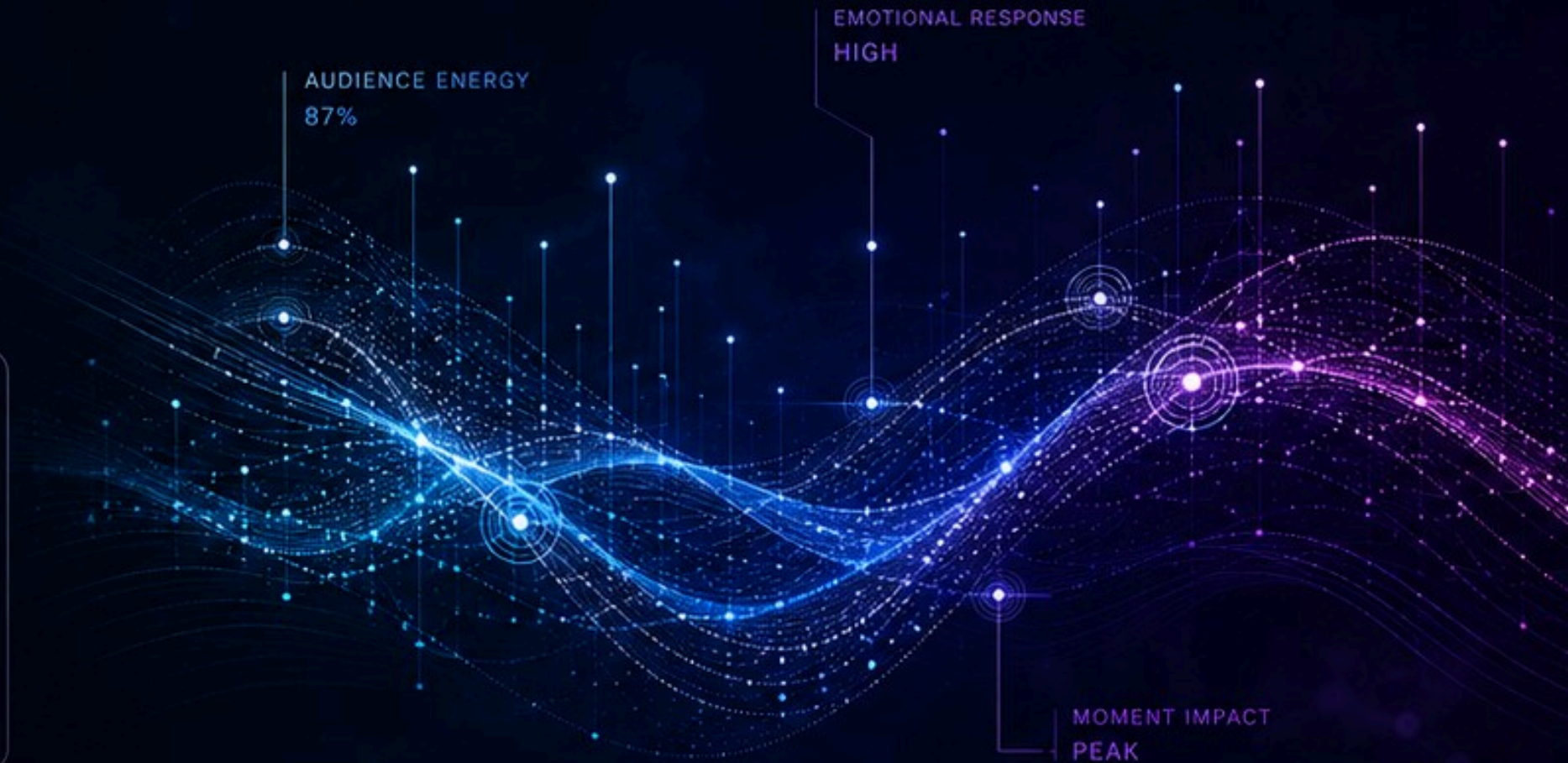
THE STRATEGIC EDGE

New Licensing Opportunities

Creates monetization potential around engagement and behavioral intelligence.

Audience Data Ownership

Returns deeper audience insights and control back to artists, labels, and rights holders.



HUMAN RESPONSE BECOMES INTELLIGENCE

Turning audience behavior into a measurable strategic asset.

CONSUMER & GROWTH

Turning Music, Dance & Audience Participation
Into One Connected Experience



AUTOMATED VIDEO INFRASTRUCTURE

Allows users to instantly toggle between multi-view performances, perfectly locked to the master track timeline.

- Seamless multi-view experiences
- Real-time synchronized playback
- Enhanced audience interaction & discovery

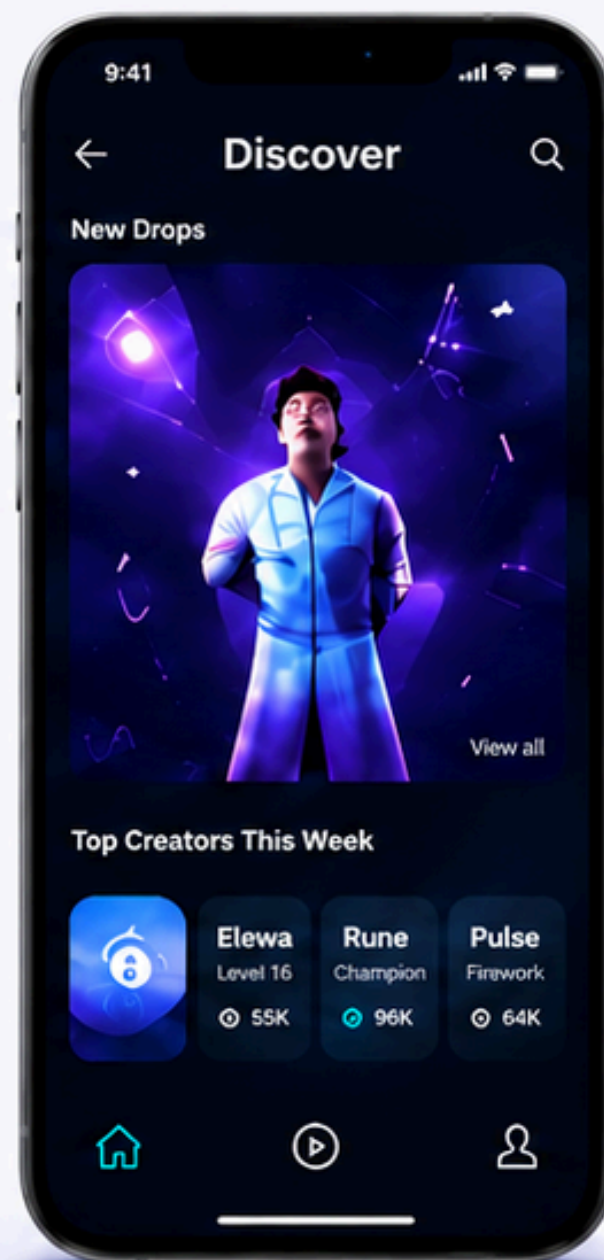


INTERACTIVE DANCE APP

A mobile-first platform where fans actively engage with music through dance content, challenges, ratings, and creator participation. A one-click synchronization system that allows creators to seamlessly connect dance content to music across streaming and social platforms.

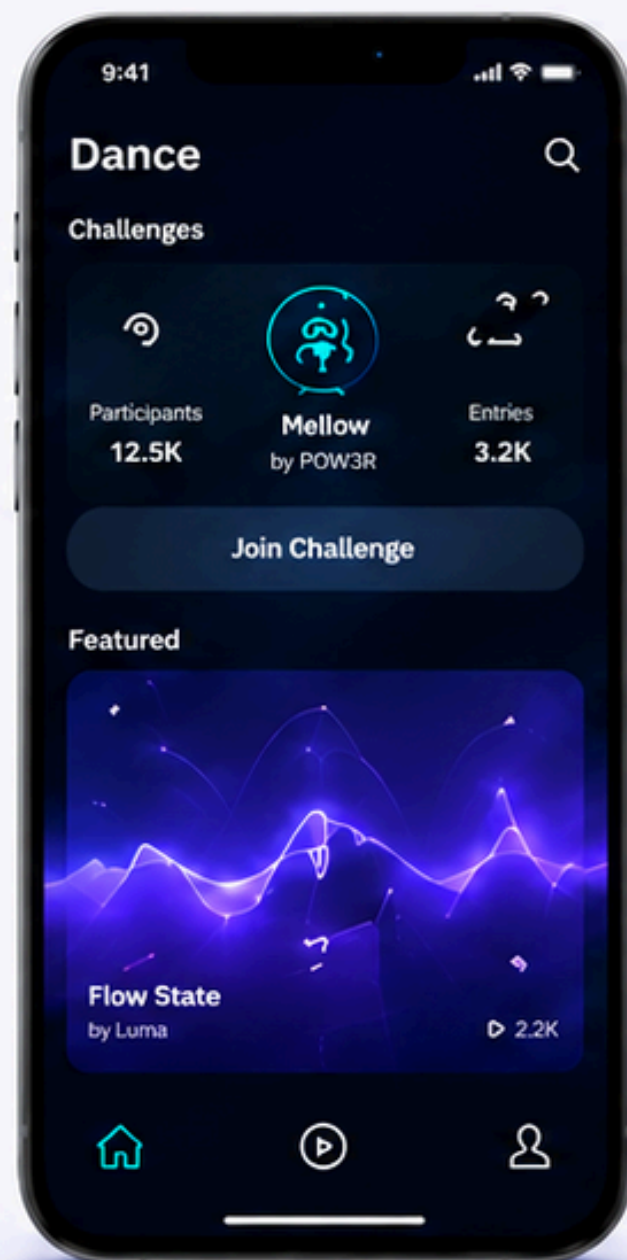
- Interactive UGC experiences
- Increased music engagement
- Creator discovery & visibility
- Simplified music integration
- Legal creator monetization

The Experience Loop



DISCOVER

New sounds,
real creators.



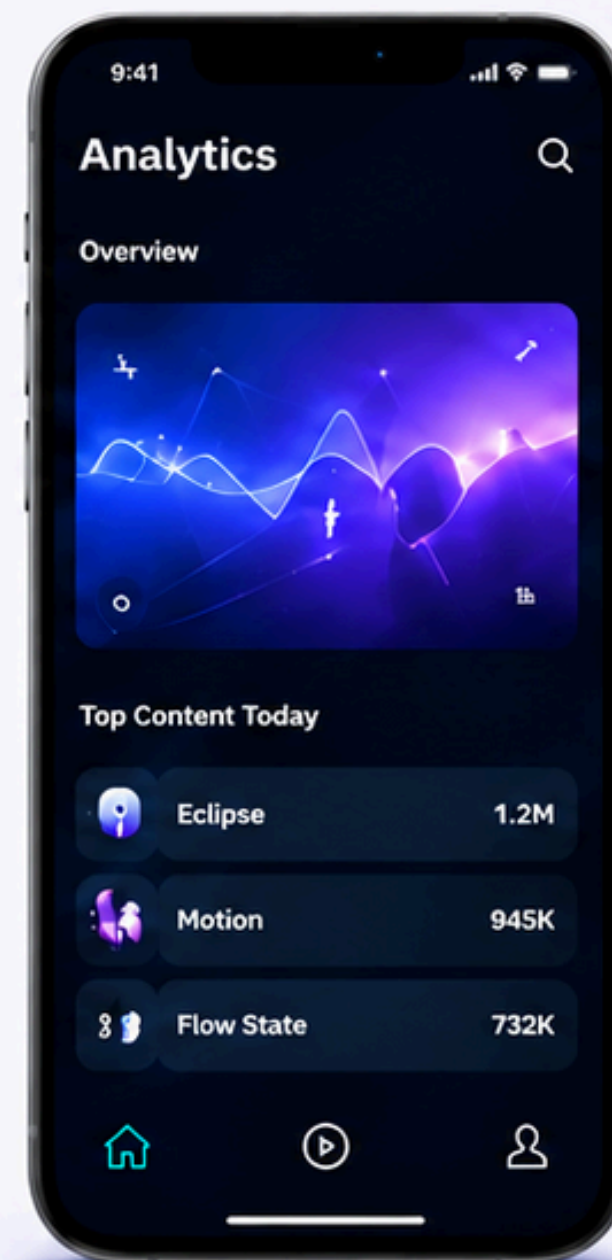
DANCE

Join challenges.
Move together.



ENGAGE

Earn, connect,
level up.



ANALYTICS

Track, impact,
measure growth.

INTELLIGENCE INFRASTRUCTURE FOR MODERN MUSIC CATALOGS

Unifying catalog intelligence, audience engagement, monetization, and discovery within one controlled ecosystem.



CATALOG INTELLIGENCE

Smarter data.
Deeper insights.
Stronger results.



AUDIENCE ENGAGEMENT

Real connections.
Real-time feedback.
Real impact.



REVENUE GROWTH

Maximize value.
Expand streams.
Increase impact.



BUILT FOR THE FUTURE

Scalable systems.
Adaptive technology.
Continuous evolution.



THE TEAM

Visionaries building the future of adaptive entertainment infrastructure.



• AI INFRASTRUCTURE •

• INDUSTRY INNOVATION •

• MUSIC & PARTNERSHIPS •



Michael McConnell

CTO & Founder

Veteran AI architect with leadership experience across Google and DeepMind, specializing in scalable intelligence systems, AI infrastructure, and media technology innovation.



Helped develop foundational AI video architecture and user modeling systems that contributed to the evolution of **Gemini**



Built automated digital media infrastructure at Frequence, contributing to a **\$300M** acquisition backed by Goldman Sachs



Led development of Google AI advertising infrastructure scaled to **\$800M+** in annual revenue



Combines advanced AI engineering with music production experience to build secure next-generation systems for major music catalogs



Charles Boyle

Chief Board Advisor, Pow3r

Technology and music industry pioneer bridging advanced infrastructure engineering, AI systems, and live entertainment innovation.



Introduced "**DigiDelivery**," the foundational studio file-sharing technology later acquired by Paul Allen and adopted across major film and music production environments worldwide



Produced No. 1 records and engineered custom live systems for artists including **Calvin Harris**, **Dizzee Rascal**, **Pendulum**, and **Nero**



Led pioneering AR, AI, and data-fusion initiatives supporting **Google Tango**, **NASA / JPL**, and the United States **Department of Homeland Security**



Founded and scaled enterprise software infrastructure supporting nuclear simulation environments for leading U.S. national laboratories before a successful **IP exit**



Angel DeJesus

CEO & Co-Founder

Veteran music executive with 25+ years of experience spanning major label operations, artist management, and multicultural brand marketing across the music industry.



Built extensive industry relationships through leadership roles at **Sony Music Entertainment** and **Universal Music Group**



Managed major artists across music, overseeing partnerships, business development, and long-term career strategy



Led multicultural marketing initiatives for brands including **Johnnie Walker**, **Diageo**, **The Coca-Cola Company**, and **McDonald's**

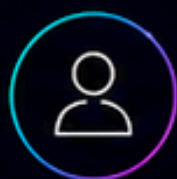


Maintains deep relationships across labels, A&R, publishing, touring, media, and brand partnerships throughout the **U.S.** and **Latin** music ecosystem

CULTURAL & ENTERPRISE VALUE

POW3R is connecting the future of
music, media, and audience engagement.

JOIN US IN BUILDING THE NEXT ERA OF ENTERTAINMENT



Angel Dejesus
angel72d@gmail.com



CULTURAL IMPACT
Empowering creators.
Elevating culture.
Inspiring connection.



DEEPER ENGAGEMENT
Real-time relevance.
Stronger relationships.
Lasting loyalty.



SUSTAINABLE VALUE
Data-driven decisions.
Monetization at scale.
Long-term growth.



TRUST & INTEGRITY
Privacy-first by design.
Secure. Transparent.
Audience-first.



FUTURE READY
Adaptive systems.
Continuous evolution.
Built for what's next.