



**FOR IMMEDIATE RELEASE**

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**DUTCH BOY GROUP TURNS YOUR FAVORITE SONGS  
INTO COLOR PALETTES FOR YOUR HOME WITH ITS NEW *paintlist*™ APP**

**CLEVELAND** (October 15, 2013) – Dutch Boy Group has discovered a new way for music lovers to turn their favorite songs into unique color palettes for their home, helping to make selecting paint colors for upcoming projects fun and simple.

Introducing *paintlist*™, a free, one-of-a-kind app that merges song-identifying technology with genre, mood and tempo characteristics to translate music into color – allowing a user’s favorite song to be the inspiration for their home décor.

“Music is an inherent part of how we express our individuality, helping to define who we are, the things we like and the experiences we have,” said Donna Schroeder, Manager of Color + Design, Dutch Boy Group. “Your home should also be an expression of your personal style, so drawing inspiration from something you already love and interact with on a daily basis is a natural fit. There has always been an innate, recognized connection between music and color, and now there’s a way to showcase that personal connection in your space.”

Available for iPhone (iOS 6 and iOS 7) and Android devices, users have the option of selecting a song from their smartphone’s existing music library or using the built-in microphone to detect a song playing in the background. As an added bonus, built-in app functionality provides the option to download the entire song, detected with the phone’s microphone, directly from iTunes.

Using sophisticated audio signal processing algorithms combined with machine learning, statistical analysis and metadata types, a unique audio fingerprint is created for each song. *paintlist* then analyzes the characteristics of that fingerprint and translates them into three Dutch Boy® color palette options determined by the Dutch Boy Color Experts. If the first color palette isn’t quite what the user had in mind, a simple swipe will reveal the two additional options, also based on the song selected.

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Within the app, users can easily access a Where to Buy locator to find the closest Dutch Boy retailer. All generated palettes are also saved within the “my mixes” section of the app for quick and easy access – making the process even more manageable when ready to purchase.

For those instances where a weak Wi-Fi connection or too much background noise is preventing the app from transforming a user’s song selection into color palettes, the option to manually mix with or without connection is available. Just identify the genre, mood and tempo of a selected song, and *paintlist* will do the rest.

To download *paintlist* for free or for more information, please visit [dutchboy.com/paintlist](http://dutchboy.com/paintlist).

### **About Dutch Boy**

Founded in 1907, Dutch Boy Group continues to be an industry leader in delivering innovative and high-quality paint products and packaging solutions. For more on Dutch Boy Group, visit [dutchboy.com](http://dutchboy.com) or call 1-800-828-5669.

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