



MUSIC

VIDEO

MESSAGING

SCENT

SYSTEMS

*Working behind the scenes to create
an unforgettable experience for your customers.*



CRAFTWORKS

TOBER 24th

OPEN NOON-7PM
RECUITION 7-10PM

1960S AT DIAMOND

New Prints
and Print Packs...

HAMILTON ON
ARTICLES



HALL PRESENTS

ZHUNG

GENERAL ADMISSION

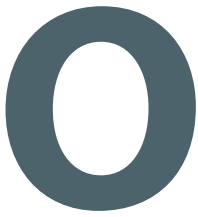
SEP	10	2010
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TICKETS \$20
ADVANCE
\$25 AT THE DOOR

PRESENTED IN PARTNERSHIP WITH **dmx.**

NO CAMERAS OR RECORDING DEVICES





Our Story. DMX personifies your business in a way that logos and traditional advertising can't. Call it *sensory branding*, call it *experiential marketing*—no matter what you call it, the impact is enormous.

DMX helps you connect with your customers and become an integral part of their lifestyle. Using **MUSIC, MESSAGING, VIDEO, SCENT, and A/V SYSTEMS**, we'll set your business apart by delivering a completely unique experience that will bring your customers back again and again.

It all started with music. For 40 years, DMX has harnessed the power of music to help transform commercial settings into unique, engaging, and entertaining "stages", putting your brand front and center. We're backstage taking care of the music experience, the licensing, the delivery, and developing new music strategies for you.

Over the years we've created other unique, innovative ways beyond music to help you enhance your customers' experience. Today, DMX delivers a full suite of experiential marketing services:

MUSIC On-site, fully-licensed music by the original artists, audio streaming from your website, branded online music stores, artist promotions, mobile and social media applications, and residential channels on cable and satellite TV.

MESSAGING Turn-key, professionally produced on-site, on-hold, and mobile text message marketing.

VIDEO Music videos, HD atmospherics, digital signage (visual messaging), and custom video content.

SCENT On-site aroma and scent marketing services.

A/V SYSTEMS Custom systems design, installation, and project management.

WE ARE BRAND BUILDERS, ENTERTAINERS, CREATORS, AND MOTIVATORS.

HISTORY There was a time when "elevator music" was all you heard in a store, hotel or other business. Yawn. ● 1971: a group of music fanatics based out of Seattle known as AEI Music pioneered the use of music in its original form, from the original artists, inside of businesses. A new era was born where people could enjoy hearing the artists and songs they know and love in the places they shopped, ate, stayed, played, and worked. ● 1985: DMX Music began designing digital music channels to fit any music lover's mood and delivered this via satellite to businesses and through cable TV systems. ● 2001: AEI and DMX Music merge to form what becomes DMX, Inc. This new company is unrivaled in its music knowledge and design, licensing abilities, service, and delivery capability. ● 2005: DMX moves its home to Austin, TX, the "Live Music Capital of the World." ● Today, our U.S. and international services reach over 100,000 businesses, 23 million+ residences, and over 200 million people every day. ● DMX strives to inspire, motivate, intrigue, entertain, and create an unforgettable experience for every person that interacts with you. Our mission is to provide you with ROCKSTAR service that leaves you 100% ecstatic.

74 PERSONS
165 LUDLOW ST.
74 PERSONS
167 LUDLOW ST.
148 TOTAL PERSONS

OUR
GORE



Music

Music is powerful. It inspires, motivates, communicates, and impacts how people experience everyday events in everyday places. DMX provides fully integrated music strategies and solutions to create the right music experience for your business with on-site/in-store solutions, online and mobile applications, artist promotions, and music events.

ON-SITE MUSIC DMX creates the perfect soundtrack to connect with customers when they're on-site. We help make sure the music aligns with your brand and your goals. And trust us, customers notice. The right music encourages customers to make your brand part of their lifestyle.

From designing an amazing music experience to our reliable, flexible delivery systems, DMX will make sure the music in your business is always on target and always on.

LICENSING Rest easy, we've got you covered. We take care of all the rights from the songwriters, publishers, recording artists, record labels ... the list goes on. It's our expertise and we handle it all for you. DMX has relationships with approximately 3,000 record labels and over 700 publishers representing 7,000+ extensive music catalogs. No one else comes close.

BENEFITS:

- **Flexible Delivery:** *Reliable, proven digital delivery including Ethernet, CD, and satellite. DMX launched the first on-premise digital media manager and we continue to innovate.*
- **Management Features:** *Automatically change music by time, date, or special events; set the volume; ensure unwanted content is not played; and more.*
- **Music Selection:** *A custom music program designed just for you or a selection from our library of music programs specifically designed for business use. It's your choice. We do it all.*
- **Original Artists:** *We pioneered using original artists and songs in businesses. Why leave it to anyone else?*
- **Highest Fidelity:** *Our high-fidelity solution provides the richest, truest sound experience in the industry.*
- **Music Guru:** *DJs, musicologists, professional musicians, renowned industry gurus, music journalists, and more. These pros make the difference—hear for yourself.*



MUSIC DESIGN & STRATEGY To get the music right, DMX takes into account many variables. Customer demographics, their general likes and dislikes, current pop culture /media trends and how these can work with your business values and overall décor & design are just a starting point. ● Our Music Designers review hundreds of new releases every day to continue honing the right music experience for our clients. Tempos, textures, styles, lyrics, and attitude are all essential considerations. ● Then we put it all together. While some music providers simply pull a random mix of songs and hit a shuffle button, DMX designs programs to play in a unique, but deliberate way that maximizes a sense of variety and flow while minimizing repetition. It's art + science and our Music Designers are expert at it. ● Extend your music strategy beyond your physical site to include online music, artist promotions, and more. ● DMX can deliver a fully integrated music strategy that's right for your business—and unforgettable for your customers.

INTERACTIVE MUSIC

WEBCASTING Reinforce your vibe and deepen your connection with online customers by streaming the same music blend you're using on-site from your website. Expand your music strategy to entertain your customers and make your site a place they'll check out regularly.

DIGITAL DOWNLOADS DMX can create a digital download store with your brand's look and feel directly on your website. It's an extra dimension of entertainment that keeps people coming back to your site and keeps your branded sound with them wherever they go.

SOCIAL MEDIA & APPS People love to share music and what better way to generate buzz than using social media like Facebook® as part of your music strategy. Or how about an iPhone® app with your music? DMX can help with a music strategy to support and strengthen other marketing initiatives.

BENEFITS:

- Provide a consistent music experience across multiple media platforms.
- Customers recognize that you "get them" and are an integral part of their lifestyle.
- Web players can be designed to capture your look and feel.
- DMX download stores are compatible with iTunes® and Windows® Media Players.
- DMX handles all licensing, royalty reporting, transaction processing, and other technical details.

iPhone® and iTunes® are registered trademarks of Apple, Inc. • Windows® is a registered trademark of Microsoft Corporation • Facebook® is a registered trademark of Facebook, Inc.





MUSIC PROMOTIONS

What better way to connect with your customers than to deliver unique interactive experiences with the bands and artists they know and love? These exciting promotions, events, opportunities and all the content surrounding them draw your customers closer to you and open up a whole new level of interaction with your target audience.

What kind of events are we talking about?

- Sponsor events that put your brand front and center next to the hottest up-and-coming bands.
- Create exclusive promotions with in-store artist appearances. (Throw in a live streaming webcast of the event too!)
- Highlight your brand with events and a presence at one of the major music festivals like Lollapalooza.

Those are only a few ideas. DMX can strategize, produce, and manage a knock-out promotion to connect with your customers. They'll be riding that wave of excitement long after the event ends and will remember that you made it all possible.

BENEFITS:

- Your customers get access to the bands and artists they love, thus increasing their loyalty and excitement for your business.
- Increase positive chatter about your business by word-of-mouth, Twitter® and Facebook.
- Convey to your customers that you're hooked into what's hot and you want them to know about it, too.





Messaging

Maximize every moment you have with a customer and create a strong, lasting connection. DMX can show you how on-site, on-hold, and mobile messaging can work together, or separately, as highly targeted marketing tools.

ON-HOLD Customers placed on hold are 50% more likely to stay on the line if they hear messaging content rather than just silence. Capture the attention of your callers, let them know the latest info, and make their hold time seem shorter. There's no limit to what we can do with voices, music and sound effects. And don't forget music on-hold; we can cover you there, too.

ON-SITE Grab your customer's attention while they're within feet of featured items—and inches away from their wallet. Prompt them to check out new products or services, and promote upcoming events. Messages can also be scheduled to play at specific times, maximizing their impact.

ON-THE-GO Engage customers through the one thing they always have with them ... their mobile phone. Reach out to your customers with mobile coupons, exclusive promotions, or news and other information.

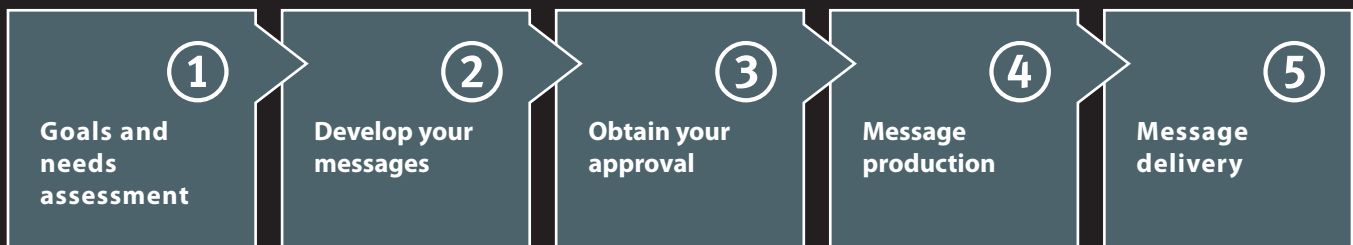


BENEFITS:

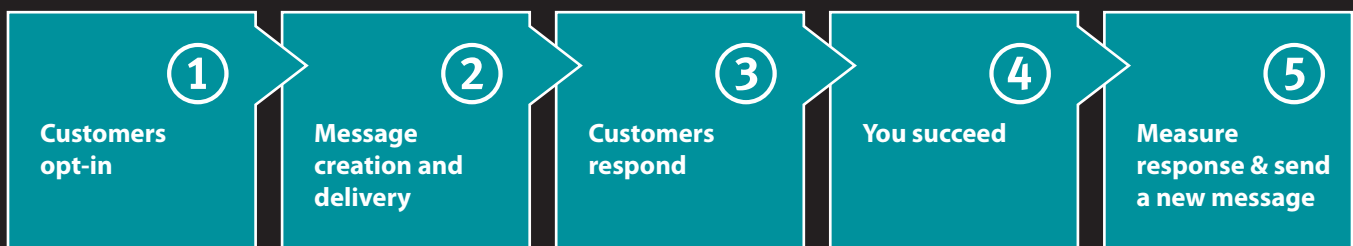
- Inform, educate, and entertain customers.
- Highlight specials, influence purchases, and feature promotions.
- DMX has professional studios and a full team of writers, engineers, and voice talent.
- DMX has relationships with cellular carriers for seamless mobile solutions.
- Flexible messaging devices provide automatic scheduling features and a variety of update methods.

DMX MESSAGING MADE EASY

ON-HOLD & ON-SITE



ON-THE-GO (MOBILE)



Video

Video can entertain, transport, and affect people deeply. It captures and holds their attention and simply creates a cool atmosphere where people want to stay. With TV you have no control over the content—a competitor's ad might play or offensive content may be shown. DMX can construct a custom video strategy that aligns with your brand and your marketing goals. Mix your logo and product information with content from DMX's extensive video library for the right video program to connect with customers.

MUSIC VIDEOS Music videos entertain and add excitement that work together with your audio music programs to enhance the image of your business. We have tens of thousands of videos licensed and cleared for use to engage your customers and keep them in your store longer.

HD ATMOSPHERICS Whether it's high-definition atmospherics like amazing animated HD graphics, scenes from nature, or pictures from space travel, you can fascinate your customers with vibrant video content, entertain passive shoppers and reduce perceived wait times.

CUSTOM CONTENT DMX's creative and talented video production team can work with you to produce a custom program featuring your exclusive content.



HOW MUCH IS IT REALLY WORTH?:

- 81% of all customers are most interested in seeing video programming for the store they're in (specials, product info, special events, etc). -Arbitron
- 72% of 18 to 34 year-old customers are interested in watching music videos in the stores where they shop. -Arbitron
- Set the right mood, reduce perceived wait times, inform, and entertain.



DIGITAL SIGNAGE

DMX can design specific visual messages about your sales, events, and other info you want to promote. Your customers will respond to the messages you're displaying, and that puts money in your pocket! DMX offers advanced equipment and digital signage software, expert installation, and easy video updates that makes it easy for you to manage your digital signage.



Scent

powered by
scentair™

The right scent creates a powerful association for your business environment, engaging both memory and emotion. Whether you want comforting aromas that bring back childhood memories or an exotic fragrance that transforms your atmosphere into another world, scent alters moods, focuses attention on specific themes and products, and can increase the perceived value of your products and services.

WHY USE DMX SCENT MARKETING? Our fragrances are long-lasting, high-quality products that come from the world's leading fragrance houses. With thousands of fragrances available, we'll have the right one for you. We can also help you design your own custom fragrance!

DMX's scent delivery systems are designed specifically for businesses—no hassling with constant plug-in replacements or worrying about an open flame. No matter how big or small your space, our advanced delivery options range from in-store systems to wide-area HVAC diffusion and give you total control over the right scent coverage.



SCENT MARKETING SUCCESSES:

- Customers in a scented environment reviewed the featured item nearly 30% longer than a customer reviewing the same item in an unscented environment.
- Stores that added a coffee scent near their brewing systems increased their coffee sales by 55%.
- Nobel prize winning research shows that scent is the sense most closely linked to memory.



Systems

Just like the multimedia guys who jack up the excitement for a live performance, DMX is backstage designing, engineering and installing audio and video systems for clients of all types and sizes: retail stores, casinos, offices, hotels, day-spas, restaurants and more. From the initial concept to ongoing maintenance, DMX delivers stunning sights and sounds with cutting-edge systems that are engineered and installed to create just the right atmosphere. We also handle drive-thru applications so your customers will have the best possible communication with your employees.

DMX works with all the top brands including Bose®, JBL®, TOA®, QSC®, Sharp®, and LG®. Our skilled engineers design systems that work with the design of your space—all within your budget. We use advanced acoustic engineering techniques and computer-aided design to make sure we have the perfect sound coverage, volume and quality.

Service

Once DMX has designed the right audio, video and scent environment for your business, our partnership doesn't stop there. For equipment, service, or any other question, our team is ready to provide you with ROCKSTAR-level treatment.

In addition to our knowledgeable field team, DMX also has an in-house Client Relations group that provides additional customer support. Calls are answered by a live agent in less than 90 seconds (on average). You'll speak directly to someone who can get to the heart of the issue as quickly as possible. Every agent goes through extensive training to prepare them to answer all your questions— from technical support to administrative support. Our Client Relations team is based in our Austin, TX headquarters and their reach is worldwide!



FACTS:

- *DMX performs thousands of audio system installations every year that are professionally managed by our Project Management and Engineering team.*
- *DMX provides a complete certification program and continuing education for our systems engineers and field operations groups, ensuring you receive superior service during and after your installation.*
- *DMX offers extended-warranty and preventative maintenance agreements to help reduce future service calls and extend the life of your system.*



FACTS:

- *Austin-based, 30+ agent support center is multi-lingual, speaking in English, Spanish, and French languages.*
- *Over 400 technicians in all 50 states and Canada, as well as worldwide coverage for all your needs.*
- *100% of all calls are recorded and constantly evaluated for process and service improvements.*

OUR WORK Over the past 23 years DMX has been the exclusive in-store music provider for Express, a designer clothing store for young, fashion-forward, sophisticated, and sexy men and women. We've guided the in-store music to grow along with the Express brand, always aligning with their vision and values. We've worked with Express to take their music strategy to the next level with special online music and promotional events. When you visit the Express website, you'll be treated to "Express Radio"—a streaming and download player powered by DMX.

In addition, DMX was behind the scenes working on "Express Rocks"—a series of promotional events that took place at the biggest and best national music festivals including South-by-Southwest (SXSW), Coachella, Lollapalooza and Bonnaroo. With custom mini-concerts, meet-and-greet sessions, and a full production crew capturing all the action on film, DMX and Express have been able to deliver an exclusive experience for the Express target audience. That footage was made available on the Express website, with commentary, blog content, and more.



View more samples of our interactive work here:

DMX.COM/OURWORK

ABOUT EXPRESS: Express is the preferred young, sexy, and sophisticated designer brand for fashion-forward young women and men and all their lifestyle occasions. From casual to dressed-up, Express offers unparalleled style authority. At present, Express operates more than 570 retail outlets in the United States. 2010 marks the brand's 30th anniversary, as well as its expansion to Puerto Rico.

DMX understands the Express brand and is helping us drive young audiences to our website by being more interactive with our customers through music and fashion; which is what Express is all about.

– Pam Seidman
VP of Public Relations and
Communications for **Express**

Each Red Door Spa location is unique in its own way, but it's important that we maintain a consistent overall experience. Knowing DMX has a history of supplying to upscale clients, we realized they would have the best solution for Red Door. We are extremely pleased with the entire process and end result.

– Sarah Egan
Marketing Manager of
Elizabeth Arden
Red Door Resorts & Spas

OUR CLIENTS **FASHION RETAIL** • SAKS • BANDOLINO • BEBE & BEBE SPORT • BETSEY JOHNSON • BIG M (ANNIE SEZ) • BURBERRY • CACHE • COACH • COLE HAAN • DANIER LEATHER • DONNA KARAN/DKNY • EASY SPIRIT • ENZO ANGIOLINI • EXPRESS • GUCCI • GUESS? • H&M • J. CREW • JOHNSTON & MURPHY • JONES NEW YORK • KENNETH COLE • LACOSTE • LEVI'S • LIZ CLAIBORNE • LUCKY BRANDS • NAUTICA RETAIL • NINE WEST • PACSUN • PAPAYA • TALBOTS • TIP TOP TAILORS • TOMMY BAHAMA • TOMMY HILFIGER • URBAN BEHAVIOR • VALENTINO • VANS **SPORTING GOODS** • ADIDAS • THE ATHLETE'S FOOT • FILA • LADY FOOT LOCKER • REEBOK • REI **SPECIALTY RETAIL & BIG BOX** • ACE HARDWARE • BJ'S WHOLESALE CLUB • BORDERS • CLAIRE'S ACCESSORIES • COST PLUS WORLD MARKET • HOLD EVERYTHING • LINDT CHOCOLATE • PIER 1 IMPORTS • POTTERY BARN • POTTERY BARN KIDS • RESTORATION HARDWARE • SOLSTICE • SWATCH • TUMI • WILLIAMS-SONOMA • WEST ELM **OTHER** • CBL PROPERTIES • GOLF GALAXY • LOBLAWS • PIGGLY WIGGLY • TRADER JOE'S • WHOLE FOODS MARKET **RESTAURANTS** • ABUELOS • APPLEBEE'S • ARBY'S • BUBBA GUMP SHRIMP CO. • BURGER KING • CARIBOU COFFEE • CHICK-FIL-A • EINSTEIN BAGELS • FUDDRUCKER'S • HOOTERS • JAMBA JUICE • MAX & ERMA'S • MCDONALD'S • THE MELTING POT • MORTON'S • OLIVE GARDEN • PANERA BREAD • PIZZA HUT • RED ROBIN • SECOND CUP • TGIFRIDAY'S • TULLY'S COFFEE • WENDY'S **HEALTH & FITNESS** • 24 HOUR FITNESS • ELIZABETH ARDEN-RED DOOR • EQUINOX • GOLD'S GYM • LA FITNESS • LADIES WORKOUT EXPRESS **HOTELS & CASINOS** • BANFF SPRINGS HOTEL • CHOICE HOTELS • FOUR SEASONS • MARRIOTT HOTELS & RESORTS • MGM MIRAGE RESORTS • STARWOOD HOTELS & RESORTS • WYNN RESORTS

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BROO

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