

With DMX services, the Sky's the limit at Corpus Christi nightclub

AUSTIN, Texas—During the grand opening Halloween night of the Aria Sky Terrace & Lounge in Corpus Christi, Texas, guests were treated to a full-fledged sensory experience that would be the envy of party girls Paris Hilton and Lindsay Lohan. (And as far as we know, neither of them attended the grand opening.)

Thanks to DMX Inc., a leader in sensory branding, the club is using:

- Four scent machines. Clubgoers are treated to O2 (oxygen)—yes, it's a scent—at the entrance and a scent called Black Mink in the lounge. In the ladies' restroom, the air is filled with two scents: Jasmine and Green Tea & Lemongrass.
- A projection screen and plasma screens. Throughout the club, video content is seen. The club even can turn cameras on the DJ, crowd or band and show those images to all of the patrons.
- DMX-designed music. When a DJ or live band isn't playing, clubgoers hear music from DMX.
- A DMX-provided Bose sound system that is worlds apart from systems at most other clubs.
- Mobile message marketing. The club can communicate with patrons through an opt-in texting program set up and managed by DMX.