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DMX partners with 3Seventy for Mobile Message Marketing Innovation??

Austin, TX—DMX, Inc. partners with 3Seventy — a engagement solution provider and thought leader. DMX will begin working with 3Seventy for mobile messaging enhancements and innovation early 2011.

DMX has partnered with mobile leader, 3Seventy, who owns a technology agnostic management tool that allows mobile channel of choice to execute robust campaigns, measure and segment data for remarketing and provide real-time reporting to our customers.

Brian Mckinley, VP of Marketing at DMX, said, “DMX is excited to announce continued investments and advancements in the Mobile Message Marketing area. We are committed to help brands create unforgettable experience with their customer’s on their mobile phones with the best technology in the industry.”

This advanced technology will allow DMX to continue to work with leading brands to design and deploy mobile engagement programs that are infinitely customizable and scalable, and can drive revenue, build relationships and capture operational efficiencies. This also allows us to take mobile web and application development capabilities to our clients in early 2011.

3Seventy Quote, “DMX is a first class company and were excited they selected us to be their partner in the fast moving mobile space. We look forward to being a part of their team to take innovative thought leadership and technology to their clients, Carrie Chitsey, founder and CEO of 3Seventy.”

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About DMX

Recognized as an international leader of experiential marketing services, DMX creates cohesive brand experiences across physical and digital environments. From mobile-enhanced in-store activation, to branded digital music microstores, from branded streaming music players embeddable across social networking sites, to turnkey music promotions, DMX’s interactive strategies leverage a brand’s physical and digital properties to create unique customer experiences. DMX’s in-store services include

music, video/digital signage, and scent marketing. For more information please visit DMX at www.dmx.com or download the DMX iPhone app. at iTunes.

About 3Seventy

3 Seventy is a mobile engagement company that provides a mobile engagement software platform and consulting services to enable companies to rapidly design, deploy and analyze a variety of mobile engagement possibilities. 3 Seventy works with leading companies such as HP, Clear Channel Airports, Kimberly-Clark, Western Union, Nestle, AMF, Sony Music, along with dozens of advertising agencies and market research firms.. 3 Seventy's software and services span the entire mobile engagement spectrum from SMS/MMS to mobile web and application development. For more information about 3 Seventy, please visit www.3seventy.com.

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